

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 5, 1978

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	HAPPY DAYS	33.8	24,640
2	LAVERNE AND SHIRLEY	32.6	23,770
3	THREE'S COMPANY	28.4	20,700
4	CHARLIE'S ANGELS	27.5	20,050
5	ABC'S SILVER ANNIV. CELEB(S)	27.2	19,830
6	LOVE BOAT	26.3	19,170
7	LITTLE HOUSE-PRAIRIE	25.7	18,740
8	HARVEY KORMAN SHOW(S)	25.0	18,230
9	NBC MONDAY NIGHT MOVIES	24.9	18,150
10	ONE DAY AT A TIME#	24.8	18,080
11	FANTASY ISLAND	24.5	17,860
12	BARNEY MILLER	24.4	17,790
13	EIGHT IS ENOUGH	24.1	17,570
14	G.E. THEATRE(S)	23.9	17,420
15	BARNABY JONES	23.7	17,280
15	M*A*S*H#	23.7	17,280
17	LOU GRANT#	23.6	17,200
18	60 MINUTES	22.9	16,690
18	STARSKY AND HUTCH	22.9	16,690

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	HAPPY DAYS	28.1	57,240
2	LAVERNE AND SHIRLEY	25.8	52,610
3	THREE'S COMPANY	22.1	45,090
4	ABC'S SILVER ANNIV. CELEB(S)	21.4	43,650
5	LOVE BOAT	20.9	42,700
6	CHARLIE'S ANGELS	19.8	40,330
7	EIGHT IS ENOUGH	19.2	39,230
8	HARVEY KORMAN SHOW(S)	18.7	38,120
9	WELCOME BACK,KOTTER	18.1	36,860
10	CHARLIE BROWN SPECIAL(S)	17.8	36,340
11	LITTLE HOUSE-PRAIRIE	17.8	36,270
12	FANTASY ISLAND	17.6	35,940
13	ONE DAY AT A TIME#	17.3	35,380
14	BARNEY MILLER	17.1	34,970
15	WONDERFUL WORLD OF DISNEY	16.9	34,490
16	FISH	16.8	34,310
17	M*A*S*H#	16.6	33,870
18	RIKKI-TIKKI-TAV(S)	16.5	33,740
19	SIX MILLION DOLLAR MAN#	15.9	32,430

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LAVERNE AND SHIRLEY	25.9	19,940
2	HAPPY DAYS	25.6	19,730
3	ABC'S SILVER ANNIV. CELEB(S)	24.2	18,660
4	THREE'S COMPANY	23.3	17,950
5	G.E. THEATRE(S)	22.3	17,220
6	LOVE BOAT	21.6	16,670
7	LITTLE HOUSE-PRAIRIE	21.4	16,480
8	HARVEY KORMAN SHOW(S)	21.4	16,470
9	CHARLIE'S ANGELS	21.2	16,370
10	ONE DAY AT A TIME#	20.7	15,970
11	NBC MONDAY NIGHT MOVIES	20.6	15,880
12	BARNABY JONES	19.9	15,310
13	WALTONS	19.5	15,010
14	FANTASY ISLAND	19.3	14,880
15	M*A*S*H#	19.2	14,810
16	LOU GRANT#	19.2	14,780
17	EIGHT IS ENOUGH	19.0	14,630
18	ALL IN THE FAMILY	18.3	14,090

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	HAPPY DAYS	21.3	14,710
2	60 MINUTES	19.5	13,530
3	ABC'S SILVER ANNIV. CELEB(S)	19.2	13,320
4	LAVERNE AND SHIRLEY	19.2	13,290
5	BIG EVENT	18.8	13,030
6	PRO BOWL FOOTBALL GAME(S)	18.0	12,430
7	LOVE BOAT	17.7	12,220
8	THREE'S COMPANY	17.3	11,980
9	BARNEY MILLER	17.0	11,760
10	BARNABY JONES	16.7	11,550
11	LITTLE HOUSE-PRAIRIE	16.6	11,480
12	FANTASY ISLAND	16.4	11,340
13	G.E. THEATRE(S)	16.3	11,310
14	SIX MILLION DOLLAR MAN#	16.3	11,300
15	CBS TUESDAY NIGHT MOVIES#	16.2	11,230
16	CHARLIE'S ANGELS	16.0	11,060
17	BLACK BEAUTY-PART V(S)	15.8	10,960
18	LOU GRANT#	15.7	10,850
19	ALL IN THE FAMILY	15.7	10,840

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 5, 1978

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	HAPPY DAYS	30.6	14,610
2	LAVERNE AND SHIRLEY	29.7	14,190
3	THREE'S COMPANY	27.0	12,920
4	ABC'S SILVER ANNIV. CELEB(S)	27.0	12,910
5	LOVE BOAT	25.4	12,110
6	HARVEY KORMAN SHOW(S)	24.3	11,590
7	G.E. THEATRE(S)	23.7	11,320
8	FANTASY ISLAND	22.9	10,940
9	ONE DAY AT A TIME#	22.8	10,910
10	CHARLIE'S ANGELS	22.5	10,770
11	EIGHT IS ENOUGH	22.1	10,550
12	M*A*S*H#	21.8	10,390
13	STARSKY AND HUTCH	21.2	10,150
14	LOU GRANT#	21.2	10,130
15	ABC SUNDAY NIGHT MOVIE#	20.8	9,940
16	BARNEY MILLER	19.7	9,390
17	NBC MONDAY NIGHT MOVIES	19.0	9,090
18	ABC FRIDAY NIGHT MOVIE	18.6	8,890

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LITTLE HOUSE-PRAIRIE	30.5	7,070
2	WALTONS	28.1	6,520
3	LEAPIN' LIZARDS-LIBERACE(S)	25.6	5,930
4	60 MINUTES	24.9	5,770
5	ALICE	24.6	5,710
6	KRAFT-75TH ANNIVERSARY SP(S)	24.4	5,660
7	ALL IN THE FAMILY	24.3	5,640
8	JEFFERSONS	24.0	5,560
9	BARNABY JONES	22.8	5,280
10	LIFE-TIMES-GRIZZLY ADAMS#	22.3	5,170
11	HAWAII FIVE-O#	22.3	5,160
12	BLACK BEAUTY-PART I(S)	21.0	4,860
12	BLACK BEAUTY-PART IV(S)	21.0	4,860
14	BLACK BEAUTY-PART V(S)	20.7	4,810
15	NBC MONDAY NIGHT MOVIES	20.7	4,790
16	CBS EVENING NEWS-CRONKITE	20.0	4,630
17	RHODA	19.9	4,610
18	BOB NEWHART SHOW	19.8	4,600
18	ROCKFORD FILES	19.8	4,600
20	BLACK BEAUTY-PART II(S)	19.7	4,560
21	NBC NIGHTLY NEWS	19.4	4,500

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	HAPPY DAYS	23.8	10,820
2	LAVERNE AND SHIRLEY	21.4	9,730
3	ABC'S SILVER ANNIV. CELEB(S)	20.7	9,400
4	BIG EVENT	19.8	8,980
5	THREE'S COMPANY	19.0	8,620
6	FANTASY ISLAND	18.1	8,210
7	LOVE BOAT	17.6	8,000
8	PRO BOWL FOOTBALL GAME(S)	17.4	7,910
9	SIX MILLION DOLLAR MAN#	17.4	7,900
10	ABC FRIDAY NIGHT MOVIE	17.2	7,810
11	BARNEY MILLER	16.8	7,610
12	STARSKY AND HUTCH	16.5	7,510
13	WELCOME BACK,KOTTER	16.2	7,370
14	WONDERFUL WORLD OF DISNEY	16.2	7,350
15	CHARLIE'S ANGELS	16.1	7,300
16	ABC SUNDAY NIGHT MOVIE#	15.3	6,930
16	CBS TUESDAY NIGHT MOVIES#	15.3	6,930
16	60 MINUTES	15.3	6,930

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	30.1	5,490
2	LITTLE HOUSE-PRAIRIE	27.6	5,030
3	BARNABY JONES	25.4	4,630
4	LEAPIN' LIZARDS-LIBERACE(S)	25.2	4,590
5	ALL IN THE FAMILY	24.4	4,440
6	BLACK BEAUTY-PART IV(S)	23.5	4,290
7	ALICE	23.3	4,250
8	BLACK BEAUTY-PART I(S)	22.1	4,030
9	BLACK BEAUTY-PART V(S)	22.1	4,020
10	WALTONS	21.7	3,960
11	RHODA	21.6	3,940
12	ROCKFORD FILES	21.6	3,930
13	HAWAII FIVE-O#	21.4	3,900
14	LIFE-TIMES-GRIZZLY ADAMS#	20.8	3,800
15	BLACK BEAUTY-PART II(S)	20.7	3,770
16	KRAFT-75TH ANNIVERSARY SP(S)	20.6	3,760
17	QUINCY, M.E.	20.6	3,750
18	PRO BOWL FOOTBALL GAME(S)	20.2	3,690
19	ON OUR OWN	19.8	3,610
20	CBS TUESDAY NIGHT MOVIES#	19.7	3,590
21	G.E. THEATRE(S)	19.6	3,570
22	CBS EVENING NEWS-CRONKITE	19.2	3,500
23	CHICO AND THE MAN#	19.1	3,480

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																												
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																		
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	FEM.	TOTAL	6-11															
*EVENING																																												
ABC FRIDAY NIGHT MOVIE																				14	194	193	A 21.6	35	1575	1988	729	263	817	366	565	479	76	173	682	270	495	432	101	141	251	96	238	184
FRI. 9.00P 120 ABC FF																				99	98	B 20.1	34	1465	1991	737	270	820	370	581	466	92	181	617	264	434	384	86	136	258	112	296	226	
9.00 - 9.30																						A 21.0	33	1531	2065	765	273	836	353	570	483	82	192	707	263	508	459	99	149	240	100	282	202	
9.30 - 10.00																						A 21.1	33	1538	2003	762	262	839	364	576	493	76	186	689	259	497	439	102	148	243	91	232	184	
10.00 - 10.30																						A 22.4	37	1633	1954	708	257	803	374	559	475	72	160	664	275	482	408	100	139	259	94	228	187	
10.30 - 11.00																						A 21.8	37	1589	1938	688	263	793	370	558	465	77	155	678	287	498	422	101	136	260	99	207	166	
ABC MINUTE MAGAZINE																				4	160	A 12.2	19	889	2496	626	318	701	279	466	362	145	187	884	302	427	412	185	332	335	188	576	429	
1 SUN. 7.58P 1 ABC N																				89		B 13.6	20	991	2216	651	236	733	325	494	379	117	186	643	286	408	335	91	171	318	187	522	363	
ABC NEWS CLOSEUP(S)																					188	A 9.2	15	671	1736	615	249	743	401	557	482	63	108	719	308	450	371	82	217	106	32	168	100	
2 MON. 10.00P 60 ABC DN																				99		A 10.5	16	765	1797	648	281	778	409	603	517	56	105	715	312	456	370	77	201	141	53	163	100	
10.00 - 10.30																						A 8.0	14	583	1617	559	205	680	384	481	427	68	107	708	296	434	365	88	231	56	LT	173	95	
10.30 - 11.00																						A 9.2	15	671	1835	591	367	770	284	427	350	123	240	679	259	408	384	152	214	100	65	286	255	
ABC EVENING NEWS(S)																					127	A 12.6	22	919	1718	707	239	773	215	382	419	130	257	643	205	344	326	131	246	167	86	135	94	
1 MON. 6.44P 16 ABC N																				84		B 10.3	19	751	1729	709	223	778	237	391	385	121	273	661	208	341	336	141	259	135	59	155	93	
ABC NEWS-REASONER/WALTERS																				89	197	196	A 12.6	22	919	1718	707	239	773	215	382	419	130	257	643	205	344	326	131	246	167	86	135	94
1 TU-F 6.30P 30 ABC N																				99	99	B 10.3	19	751	1729	709	223	778	237	391	385	121	273	661	208	341	336	141	259	135	59	155	93	
2 M-F 6.30P 30																																												
ABC NEWSBRIEF-M-F																				99	176	179	A 17.2	26	1254	1989	722	285	813	354	547	471	90	199	593	235	396	368	80	147	285	144	298	210
1 M & F 8.58P 1 ABC N																				95	96	B 18.8	29	1371	1960	709	269	790	337	533	441	92	196	610	251	400	345	88	159	257	130	303	221	
1 TU-TH 9.58P 1																																												
2 MTUTh 9.58P 1																																												
2 WED. 10.23P 1																																												
2 FRI. 8.58P 1																																												
ABC NEWSBRIEF-SAT.																				20	180	183	A 24.9	42	1815	2147	758	321	861	399	618	496	116	191	632	264	421	365	103	155	262	138	392	287
SAT. 9.58P 1 ABC N																				96	97	B 18.9	33	1378	2170	691	270	777	356	554	447	81	163	668	286	464	392	91	154	315	163	410	312	
ABC NEWSBRIEF-SUN.																				19	186	A 19.0	28	1385	2255	683	287	751	363	584	410	113	140	767	334	512	449	113	167	253	77	484	331	
1 SUN. 8.58P 1 ABC N																				97		B 19.6	29	1429	2210	674	258	756	347	532	427	81	168	703	301	482	417	95	157	285	120	466	327	
ABC SATURDAY EVENING NEWS																				9	119	A 6.5	12	474	1916	490	254	606	234	381	368	100	173	843	288	445	523	111	224	218	31	249	68	
1 SAT. 6.30P 30 ABC N																				68		B 6.1	12	445	1743	560	210	615	197	338	305	113	218	798	256	454	422	138	258	125	41	205	111	
ABC SUNDAY NIGHT MOVIE																				16	189	A 20.8	32	1516	1991	830	252	894	426	655	534	101	173	627	290	458	398	94	124	178	100	292	161	
1 SUN. 9.00P 120 ABC FF																				98		B 21.6	34	1575	1992	758	286	827	377	596	492	88	172	757	351	560	474	91	143	249	96	159	117	
9.00 - 9.30																						A 19.8	29	1443	2087	870	262	958	476	708	547	96	177	669	319	503	417	96	127	172	88	288	158	
9.30 - 10.00																						A 20.5	30	1494	2069	851	268	910	443	668	538	113	177	664	304	470	411	112	141	183	108	312	175	
10.00 - 10.30																						A 21.6	34	1575	1917	802	243	855	395	623	525	102	169	579	255	408	383	88	123	181	108	302	174	
10.30 - 11.00																						A 21.3	35	1553	1892	805	235	863	400	629	516	100	174	590	281	446	381	77	100	171	89	268	138	
ABC WEEKEND NEWS-SATURDAY																				18	158	157	A 7.7	16	561	1736	735	239	825	417	606	500	82	164	650	269	486	400	97	125	149	56	112	41
SAT. 11.00P 15 ABC N																				93	90	B 7.9	17	576	1671	661	249	732	298	482	406	85	187	694	309	501	389	84	146	159	72	86	61	
ABC WEEKEND NEWS-SUNDAY																				17	157	157	A 6.4	13	467	1666	752	253	755	201	430	459	138	265	693	260	431	435	85	168	152	34	66	66
SUN. 11.00P 15 ABC N																				97	97	B 6.1	15	445	1633	705	218	775	286	497	446	104	211	674	262	455	426	80	139	129	49	55	37	
ABC'S SILVER ANNIV. CELEB(S)																					193	A 27.2	40	1983	2201	830	291	940	414	649	516	81	211	671	284	473	410	75	134	311	159	279	195	
2 SUN. 7.00P 240 ABC GV																				99		A 24.3	38	1771	2324	772	275	874	388	599	460	79	228	690	251	446	430	95	176	314	168	446	304	
7.00 - 7.30																						A 26.2	39	1910	2313	789	297	897	409	620	481	76	215	647	233	421	400	93	162	325	172	444	300	
7.30 - 8.00																																												
CONT'D																																												

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE % (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11								
EVENING CONT'D																																			
ABC'S SILVER ANNIV-CONT'D																																			
8.00 - 8.30														A 29.4	43	2143	2392	858	317	964	423	653	521	82^230	729	294	495	435	96^167	290	156	409	255		
8.30 - 9.00														A 31.6	45	2304	2288	879	302	961	409	647	524	80^231	714	295	501	437	82^144	284	138	329	221		
9.00 - 9.30														A 27.5	39	2005	2170	873	285	972	417	673	545	69^206	660	297	484	386	56^115^	326	172	212	156		
9.30 - 10.00														A 27.0	38	1968	2088	848	273	956	413	666	537	69^196	654	305	489	392	54^107^	341	174	137	110^		
10.00 - 10.30														A 26.8	40	1954	1992	801	279	942	426	671	526	91^189	628	291	475	386	56^ 98^	303	154	119^	103^		
10.30 - 11.00														A 24.7	39	1801	2002	801	288	947	424	672	530	100^189	630	294	468	392	58^104^	299	139	126^	106^		
ALICE														A 22.3	32	1626	1833	752	321	865	262	440	383	170	350	645	189	323	304	119	262	173	85	150	115
SUN. 9.30P 30 CBS CS 14 194 201														B 23.7	35	1728	1937	784	291	883	291	484	434	145	319	678	219	368	335	109	250	202	101	174	123
ALL IN THE FAMILY														A 21.9	32	1597	1887	764	321	881	287	460	381	193	353	679	217	332	306	132	277	169	78	158	115
SUN. 9.00P 30 CBS CS 16 197 199														B 24.9	37	1815	1961	788	298	893	293	483	427	147	332	698	237	378	341	118	257	200	108	170	125
BABY, I'M BACK														A 20.5	30	1494	1915	715	238	843	347	548	415	119^234	539	224	318	265	94^163	308	184	225	134^		
2 MON. 8.30P 30 CBS CS 1 180														B 20.5	30	1494	1915	715	238	843	347	548	415	119^234	539	224	318	265	94^163	308	184	225	134^		
BARETTA														A 18.9	33	1378	1769	735	338	783	332	573	477	108^161^	632	241	427	359	118^168^	268	130^	86^	72^		
2 THU. 10.00P 60 ABC OP 1 182														B 18.9	33	1378	1769	735	338	783	332	573	477	108^161^	632	241	427	359	118^168^	268	130^	86^	72^		
10.00 - 10.30														A 18.8	32	1371	1753	728	347	787	338	584	475	108^161^	615	229	413	349	124^170^	264	125^	87^	70^		
10.30 - 11.00														A 19.1	34	1392	1767	740	327	776	327	559	477	102^159^	641	251	436	364	115^166^	267	131^	83^	72^		
BARETTA-11:30PM														A 7.9	23	576	1526	650	155^	699	211	414	366	139^240	586	158^	330	362	114^175^	174^	60^	67^	54^		
FRI. 11.30P 67 ABC OP 18 161 164														B 7.3	23	532	1533	657	182	708	243	433	379	92	216	552	234	398	331	60	112	194	96	79	72
11.30 - 12.00														A 7.9	21	576	1547	644	209	698	235	442	381	134^229	580	173^	340	357	109^169^	217	61^	52^	40^		
12.00 - 12.30														A 8.0	25	583	1540	665	111^	699	193^	390	351	140^254	603	155^	332	368	118^184^	158^	62^	80^	67^		
BARNABY JONES														A 23.7	38	1728	1737	802	267	886	266	492	464	153	306	668	205	318	314	113	267	91	37^	92	46^
1 THU. 9.00P 120 CBS PD 18 185 186														B 21.1	36	1538	1709	787	258	865	256	473	455	142	306	632	176	318	316	114	249	113	50	99	66
2 THU. 10.00P 60														A 22.5	33	1640	1900	806	272	905	268	481	471	156	333	674	228	311	292	120^289	101^	40^	220	104^	
9.00 - 9.30														A 24.6	36	1793	1844	798	271	880	251	463	469	151	319	718	242	345	299	121^297	116^	41^	130^	73^	
9.30 - 10.00														A 23.6	38	1720	1674	800	269	879	270	496	459	151	298	647	180	303	320	105	253	87	39^	61^	31^
10.00 - 10.30														A 24.0	41	1750	1665	806	262	888	270	508	467	153	293	661	198	318	325	113	257	77	32^	39^	21^
10.30 - 11.00														A 24.4	37	1779	1966	720	315	791	321	527	460	100	193	661	285	427	370	98	173	279	126	235	151
BARNEY MILLER														B 21.7	34	1582	1877	697	277	764	298	514	453	92	186	615	262	405	351	92	154	256	121	242	170
THU. 9.00P 30 ABC CS 18 189 189														A 21.1	32	1538	1763	769	234	836	300	499	456	129	253	630	229	390	341	130	208	185	87	112	66^
BIG EVENT-TUE.														B 19.9	30	1451	1749	747	258	832	295	502	457	127	253	647	219	383	358	130	217	153	69	117	75
1 TUE. 8.00P 180 NBC FV 3 206 197														A 22.5	33	1640	1937	767	249	847	337	496	428	131^273	630	231	376	328	155	236	232	130^	228	129^	
2 TUE. 9.00P 120														A 24.9	36	1815	1880	759	281	841	335	514	432	130	260	628	235	395	339	139	218	218	111^	193	114^
8.00 - 8.30														A 19.6	29	1429	1735	766	232	834	258	470	449	133	279	628	215	368	324	136	224	157	65^	116	78^
8.30 - 9.00														A 21.2	31	1545	1729	778	228	837	283	498	468	128	258	626	235	394	345	126	197	170	75^	96	57^
9.00 - 9.30														A 21.0	33	1531	1707	765	236	830	307	512	470	122	227	630	231	395	347	124	194	179	79	88^	37^
9.30 - 10.00														A 20.1	34	1465	1717	774	210	833	308	510	479	121	220	637	230	402	356	117	194	191	86	56^	34^
10.00 - 10.30														A 21.3	32	1553	2043	752	250	787	315	542	488	86	178	839	331	578	506	115	194	266	90	151	118
10.30 - 11.00														B 20.1	31	1485	1971	794	300	875	341	560	489	116	238	721	295	469	426	98	185	198	93	177	126
BIG EVENT														A 20.1	29	1465	2181	738	247	776	310	539	480	70^172	850	342	591	503	109	192	300	101	255	205	
1 SUN. 9.00P 125 NBC FV 19 205 208														A 21.4	31	1560	2115	750	255	791	317	550	499	78	169	854	340	596	518	108	186	301	106	169	137
2 SUN. 9.00P 120														A 22.5	34	1640	1948	738	244	766	318	528	477	86	168	828	322	565	503	118	194	247	82	107	81
9.00 - 9.30														A 21.7	35	1582	1922	755	254	784	311	532	490	98	187	817	316	556	503	123	198	231	74^	90	61^
9.30 - 10.00																																			
10.00 - 10.30																																			
10.30 - 11.00																																			

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																															
BIONIC WOMAN 15 208																															
1	SAT.	8.00P	60	NBC	A		99		A 18.6	30	1356	2131	716 251	799 294	493 422	104^257	682 277	409 358	104^211	180 62^	470 287										
		8.00 - 8.30							B 17.4	31	1268	2197	699 249	782 279	459 406	132 255	681 235	389 372	127 230	209 95^	525 342										
		8.30 - 9.00							A 17.3	29	1261	2091	693 241	784 295	479 399	102^263	690 293	404 355	100^211	176^ 65^	441 265										
									A 20.0	32	1458	2148	731 258	808 295	501 436	105^253	668 262	411 361	108^206	178 58^	494 302										
BLACK BEAUTY-PART I(S) 204																															
2	TUE.	8.00P	60	NBC	GD		99		A 18.1	27	1319	1899	835 261	891 180	414 463	173^369	606 124^	221 253	163^305	87^ 67^	315 248										
		8.00 - 8.30							A 17.6	26	1283	1913	871 275	932 182^	430 467	172^396	606 122^	208 239	170^319	75^ 58^	300 244										
		8.30 - 9.00							A 18.6	27	1356	1876	801 249	851 178	397 462	171^341	600 124^	229 264	156^291	97^ 74^	328 251										
BLACK BEAUTY-PART II(S) 204																															
2	WED.	8.00P	60	NBC	GD		99		A 17.8	26	1298	1793	705 238	777 223	318 335	153^352	572 162^	242 231	109^290	125^ 70^	319 204										
		8.00 - 8.30							A 17.8	26	1298	1820	708 241	776 215	312 341	151^351	566 149^	233 237	109^289	129^ 71^	349 223										
		8.30 - 9.00							A 17.8	26	1298	1760	701 236	775 229	322 326	154^350	574 175^	250 226	109^290	121^ 67^	290 186										
BLACK BEAUTY-PART III(S) 200																															
2	THU.	8.00P	60	NBC	GD		99		A 16.9	26	1232	2020	831 285	887 332	503 422	115^305	592 161^	254 226	137^273	140^ 99^	401 236										
		8.00 - 8.30							A 16.8	26	1225	1976	823 271	876 314	490 409	117^313	579 129^	221 218	144^286	144^107^	377 219										
		8.30 - 9.00							A 16.9	26	1232	2068	838 298	897 345	512 436	114^300	610 197	290 234	132^262	135^ 94^	426 252										
BLACK BEAUTY-PART IV(S) 203																															
2	FRI.	8.00P	60	NBC	GD		99		A 19.4	31	1414	1952	804 244	882 256	439 412	105^343	622 169	265 237	132^302	93^ 55^	355 210										
		8.00 - 8.30							A 19.0	31	1385	1942	795 240	874 252	433 402	103^348	635 186	283 239	132^305	84^ 55^	349 198										
		8.30 - 9.00							A 19.8	31	1443	1953	814 248	891 258	445 420	107^342	607 152^	248 232	135^301	96^ 55^	359 220										
BLACK BEAUTY-PART V(S) 203																															
2	SAT.	8.00P	60	NBC	GD		99		A 20.4	35	1487	2159	818 242	861 266	458 439	140^323	736 248	406 380	145^270	120^ 61^	442 284										
		8.00 - 8.30							A 20.0	35	1458	2111	820 246	862 266	454 432	138^330	726 239	399 373	138^268	103^ 55^	420 284										
		8.30 - 9.00							A 20.8	35	1516	2196	813 234	857 264	459 444	142^316	746 259	415 387	154^274	132^ 66^	461 283										
BOB NEWHART SHOW 17 189 187																															
	SAT.	8.00P	30	CBS	CS		97 98		A 16.7	28	1217	1933	785 348	898 266	448 391	177 378	642 193	379 375	99 211	152 86^	241 152										
									B 16.2	29	1181	1911	789 292	860 256	434 384	151 356	653 233	380 338	94 218	146 77	252 156										
CAROL BURNETT SHOW 7 186 191																															
	SUN.	10.00P	60	CBS	CV		97 98		A 16.1	25	1174	1752	738 291	814 198	389 382	148 340	655 205	352 322	114 240	187 92^	96^ 85^										
		10.00 - 10.30							B 18.0	28	1312	1847	767 273	841 250	442 418	140 314	654 209	354 320	105 240	218 109	134 107										
		10.30 - 11.00							A 16.9	26	1232	1748	718 287	797 187	374 372	152 343	664 208	358 329	115 239	184 90^	103 92^										
									A 15.3	25	1115	1749	760 296	833 209	406 390	144 338	643 203	342 311	112 241	184 91^	89^ 76^										
ARTER ANALYSIS(S) 182																															
2	WED.	11.54P	7	CBS	N		98		A 6.4	22	467	1570	798 269^	828 324^	512 386^	159^267^	661 185^	309^298^	63^281^	LT LT	81^ LT										
ARTER COUNTRY 18 175 191																															
	THU.	9.30P	30	ABC	CS		94 99		A 21.6	33	1575	1866	705 308	784 346	536 446	103 198	622 256	398 347	108 174	278 127	182 117										
									B 19.5	31	1422	1790	669 265	727 283	494 433	97 179	633 266	419 358	97 161	244 106	186 134										
S EVENING NEWS-CRONKITE 90 201 201																															
	M-F	6.30P	30	CBS	N		99 99		A 16.9	30	1232	1694	731 215	793 161	346 359	163 376	654 146	276 303	133 285	117 63	130 69										
									B 15.3	29	1115	1676	712 220	783 166	321 323	164 399	668 164	305 312	121 288	91 47	134 78										
S EVENING NEWS 9 173 159																															
	SUN.	6.30P	30	CBS	N		88 84		A 12.4	22	904	1749	660 204	756 165	314 272	216 407	801 247	401 320	145 334	77^ 21^	115^ 64^										
									B 9.9	18	722	1747	721 219	804 180	313 297	185 437	751 223	352 306	157 344	60 23	132 61										
S FRIDAY NIGHT MOVIE 11 183																															
2	FRI.	9.00P	120	CBS	FF		97		A 18.4	30	1341	2027	710 275	785 430	628 472	85^106^	641 317	485 377	65^122^	261 122^	340 245										
		9.00 - 9.30							B 16.8	28	1225	1998	728 268	792 350	544 432	120 204	664 296	474 402	88 146	221 96	321 217										
		9.30 - 10.00							A 17.5	28	1276	2091	735 268	801 400	613 458	101^134^	644 297	458 368	79^144^	247 132^	399 282										
		10.00 - 10.30							A 17.8	28	1298	1999	714 292	796 424	624 470	94^114^	594 296	440 338	62^126^	272 140^	337 223										
		10.30 - 11.00							A 19.3	31	1407	2029	704 296	777 441	629 475	79^ 97^	658 335	508 385	67^116^	270 124^	324 233										
									A 19.1	32	1392	1975	685 239	761 445	640 484	63^ 79^	663 333	529 409	51^102^	253 95^	298 242										

16 PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1978 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
								AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	18- 34	18- 49	25- 54	55- 64	55+ 64	18- 34	18- 49	25- 54	55- 64	55+ 64	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2																						
EVENING CONT'D																													
CBS REPORTS(S)																													
1	TUE.	8.00P	60	CBS	DN	173	98	A 10.3	15	751	1566	750	246A	806	92A	230A	320	211A	466	643	183A	258A	293A	116A	275A	53V	24V	64V	34V
		8.00 - 8.30						A 9.8	15	714	1581	746	233A	803	68V	202A	295A	221A	490	656	198A	262A	295A	117A	285A	64V	32V	58V	30V
		8.30 - 9.00						A 10.8	16	787	1536	752	258A	805	114A	252A	339	201A	444	624	169A	249A	286A	115A	267A	40V	14V	67V	36V
CBS SAT. NEWS-SCHIEFFER																													
	SAT.	6.30P	30	CBS	N	18	159	A 12.3	24	897	1757	727	232	810	175	353	316	194	424	671	165	273	263	186	330	125A	57A	151	107A
						90	90	B 11.2	22	816	1704	720	219	782	179	301	292	187	412	685	174	300	298	182	327	91	45	146	81
CBS SUNDAY NEWS-BRADLEY																													
	SUN.	11.00P	15	CBS	N	18	139	A 7.3	14	532	1585	723	334	791	223A	418	399	107A	302	695	285	467	407	92A	214A	61A	42V	38V	38V
						79	79	B 7.7	17	561	1558	694	225	739	217	385	355	143	293	691	215	360	327	110	276	90	50	38	35
CBS TUESDAY NIGHT MOVIES																													
2	TUE.	9.00P	161	CBS	FF	186	98	A 19.2	33	1400	1716	740	245	776	264	446	420	136A	251	804	321	496	386	136A	258	82A	14V	54A	32V
		9.00 - 9.30						B 19.2	33	1400	1716	740	245	776	264	446	420	136	251	804	321	496	386	136	258	82	14	54	32
		9.30 - 10.00						A 18.2	27	1327	1894	788	270	832	286	500	453	147A	263	847	332	498	384	146A	300	87A	19V	128A	89A
		10.00 - 10.30						A 20.0	30	1458	1796	754	271	790	273	454	429	145A	251	816	336	476	370	159A	287	117A	22V	73A	37V
		10.30 - 11.00						A 20.5	34	1494	1684	728	240	763	265	430	391	148A	262	790	314	490	401	141A	249	96A	22V	35V	16V
		11.00 - 11.30						A 19.4	35	1414	1668	726	240	761	261	429	397	135A	255	804	315	501	381	146A	258	70A	17	33V	20V
								A 18.6	39	1356	1604	707	215	741	249	417	424	115A	229	777	318	517	396	97A	206	58A	10V	28V	14V
CBS WEDNESDAY NIGHT MOVIE																													
1	WED.	9.00P	113	CBS	FF	15	184	A 15.3	24	1115	1552	593	229	632	221	404	383	113A	171A	666	255	444	374	123A	185A	177A	67A	77A	52V
		9.00 - 9.30				97		B 18.2	30	1327	1783	725	270	792	307	528	451	112	202	650	274	440	371	96	160	202	88	139	98
		9.30 - 10.00						A 15.9	24	1159	1568	565	221	616	238	387	347	103A	177A	654	245	418	355	119A	197A	179A	76A	119A	81A
		10.00 - 10.30						A 15.5	23	1130	1562	606	225	650	197A	402	392	131A	189A	658	230	419	350	142A	202A	175A	66A	79A	51V
								A 15.3	25	1115	1552	604	239	636	234	425	400	109A	157A	693	276	479	408	118A	177A	172A	66A	51V	37V
10.30 - 11.00																													
CELEBRITY CHALLENGE-SEXES																													
2	TUE.	8.00P	30	CBS	SE	1	167	A 11.8	17	860	1769	774	318	818	168A	393	381	173A	377	637	90A	283	324	120A	287	152A	71A	162A	162A
						94		B 11.8	17	860	1769	774	318	818	168	393	381	173	377	637	90	283	324	120	287	152	71	162	162
CHARLIE BROWN SPECIAL(S)																													
1	MON.	8.00P	30	CBS	EA	185	99	A 22.2	32	1618	2246	609	189	609	380	505	377	48A	77A	546	283	420	332	45A	79A	191	70A	900	496
CHARLIE'S ANGELS																													
1	WED.	9.00P	60	ABC	PD	18	207	A 27.5	42	2005	2011	715	262	817	348	537	443	82	205	553	233	364	318	66	143	312	171	329	243
		9.25P	60			210		B 25.5	40	1859	1968	715	273	795	358	551	459	86	179	556	228	366	317	77	143	312	160	305	234
		9.00 - 9.30						A 28.9	44	2107	1961	713	230	819	345	508	424	80A	227	533	200	324	313	73A	155	264	142	345	247
		9.30 - 10.00						A 28.1	42	2048	2004	720	262	815	341	535	445	88	206	541	232	356	307	62	140	314	171	334	250
		10.00 - 10.30						A 25.9	40	1888	2065	699	299	808	372	578	456	77A	170	603	268	431	346	65A	135	376	213	278	208
CHICO AND THE MAN																													
1	FRI.	8.30P	30	NBC	CS	14	178	A 14.5	23	1057	1735	741	223	779	166A	335	378	141A	335	673	208A	291	234	208A	330	117A	44V	166A	104A
						92		B 14.1	24	1028	1823	744	234	824	182	359	354	151	375	644	175	288	266	131	294	128	66	227	160
CHIPS																													
1	THU.	8.00P	60	NBC	OP	16	190	A 16.6	24	1210	2224	784	267	847	295	538	434	113A	269	771	278	440	381	140A	244	248	112A	358	257
		8.00 - 8.30				94		B 16.3	26	1188	2061	676	230	746	256	450	398	114	241	714	252	423	400	134	223	233	95	368	255
		8.30 - 9.00						A 15.2	22	1108	2237	783	264	847	284	521	414	130A	286	801	267	430	382	159A	275	238	115A	351	248
								A 18.0	26	1312	2207	782	267	843	306	554	452	100A	250	741	289	445	380	121A	214	257	109A	366	267
CLASS OF '65																													
1	THU.	10.00P	60	NBC	GD	7	194	A 17.8	29	1298	1757	752	296	854	423	590	483	32V	167A	522	241	378	355	55A	99A	257	141A	124A	89A
		10.00 - 10.30				97		B 19.1	32	1392	1759	782	284	857	421	614	482	72	174	547	262	394	348	63	111	231	148	124	93
		10.30 - 11.00						A 16.9	27	1232	1840	786	296	896	445	622	502	29V	171A	530	232	385	355	53A	97A	267	157A	147A	110A
								A 18.7	31	1363	1678	718	294	814	403	562	463	36V	165A	515	248	373	356	57A	99A	247	128A	102A	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1978 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
									VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL PERSONS OF (2+)		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	FEM.	TOTAL	6-11
EVENING CONT'D																												
DEFLECTION-SIMAS KUDIRKA(S)																												
1	MON.	9.00P	114	CBS	GD	98		A	19.2	29	1400	1704	733	214	787	323	562	491	99^181	617	215	395	440	92^145^	156^	52^	144^	49^
		9.00 - 9.30						A	18.4	27	1341	1734	720	193	780	329	542	458	107^196	558	176	352	416	93^142^	159^	46^	237	105^
		9.30 - 10.00						A	19.3	29	1407	1704	716	206	774	316	530	470	99^186	610	218	392	440	93^141^	167	53^	153^	54^
		10.00 - 10.30						A	19.7	30	1436	1701	755	234	803	333	592	518	99^171	651	229	417	454	92^148^	152^	57^	95^	17^
		10.30 - 11.00						A	19.5	31	1422	1673	744	221	792	317	589	513	96^173	655	240	424	450	89^151^	140^	47^	86^	16^
DONNY AND MARIE																												
	FRI.	8.00P	60	ABC	GV	99	99	A	20.7	33	1509	1977	726	275	796	269	474	407	119 259	504	150	298	309	77^154	286	151	391	262
		8.00 - 8.30						B	19.7	34	1436	2140	741	260	830	297	488	426	117 271	523	193	319	291	85 165	255	146	532	363
		8.30 - 9.00						A	19.7	32	1436	1969	722	266	788	268	473	398	114 258	502	147	289	299	85 164	286	154	393	257
								A	21.8	34	1589	1969	730	281	802	268	477	414	120 258	501	150	304	315	69^144	279	144	387	265
EIGHT IS ENOUGH																												
	WED.	8.00P	60	ABC	CS	99	99	A	24.1	36	1757	2233	721	301	833	424	601	448	76 179	521	226	349	306	76 128	335	188	544	390
		8.00 - 8.30						B	22.9	36	1669	2112	750	290	830	378	568	454	98 195	511	213	331	287	74 138	322	193	449	325
		8.30 - 9.00						A	22.5	34	1640	2245	727	301	839	426	604	449	74 181	529	224	350	307	88 139	336	187	541	386
								A	25.6	38	1866	2226	718	300	831	426	599	452	76 174	509	225	347	307	66 115	334	187	552	396
FAMILY																												
	TUE.	10.00P	60	ABC	GD	99	99	A	16.7	27	1217	1933	841	372	980	510	715	566	66^207	495	246	366	304	69^ 96^	234	132	224	160
		10.00 - 10.30						B	19.7	33	1436	1800	809	296	905	441	653	495	92 201	481	234	358	299	50 92	242	157	172	129
		10.30 - 11.00						A	17.0	27	1239	1934	823	367	961	507	700	545	66^205	499	247	363	299	74^103	231	130	243	175
								A	16.4	27	1196	1914	856	374	993	513	727	582	67^209	486	241	362	307	67^ 91^	236	133	199	143
FANTASY ISLAND																												
	SAT.	10.00P	60	ABC	A	98	97	A	24.5	44	1786	2012	743	329	833	407	612	497	91 159	634	298	459	388	79 121	284	131	261	197
								B	24.5	44	1786	2012	743	329	833	407	612	497	91 159	634	298	459	388	79 121	284	131	261	197
FISH																												
	THU.	8.30P	30	ABC	CS	99	97	A	21.9	33	1597	2148	699	339	788	328	552	451	88 178	629	275	421	374	101 154	336	164	395	300
								B	22.2	33	1618	2147	714	314	788	331	552	466	83 169	612	268	404	337	92 159	314	157	433	324
FORD THEATRE CELEBRATION(S)																												
	2 THU.	9.00P	60	NBC	GV	97		A	10.9	17	795	1835	889	246^	930	260^	444	401	117^414	584	160^	250^272^	148^266^	107^ 52^	214^	165^		
		9.00 - 9.30						A	12.0	19	875	1891	895	242^	938	276	462	401	100^412	586	166^	251^278	157^267^	133^ 72^	234^	168^		
		9.30 - 10.00						A	9.8	16	714	1756	882	252^	915	237^	416	396	137^416	580	151^	248^265^	139^266^	74^ 27^	187^	159^		
G.E. THEATRE(S)																												
	2 WED.	9.00P	111	CBS	GD	99	99	A	23.9	38	1742	1829	870	384	989	395	649	589	137 248	650	222	379	373	128^205	114^ 39^	76^	51^	
		9.00 - 9.30						A	23.6	36	1720	1862	831	388	967	378	633	560	146 241	650	201	367	385	140 216	115^ 32^	130^	96^	
		9.30 - 10.00						A	23.8	36	1735	1867	855	388	993	403	654	588	131^246	668	228	390	379	127^213	111^ 34^	95^	56^	
		10.00 - 10.30						A	24.0	39	1750	1799	899	386	1004	405	660	600	134^258	637	225	380	371	118^192	117^ 51^	41^	25^	
		10.30 - 11.00						A	24.3	42	1771	1772	904	375	991	389	654	611	138 250	638	227	372	356	122^197	117^ 39^	26^	19^	
GOOD TIMES																												
	1 WED.	8.00P	30	CBS	CS	98		A	16.6	25	1210	2169	749	317	835	261	471	421	114^292	763	325	496	393	143^219	233	113^	338	214
								B	17.7	29	1290	2021	723	276	824	283	454	366	123 313	590	230	359	289	87 188	244	116	363	260
GOOD TIMES																												
	2 MON.	8.00P	30	CBS	CS	98	185	A	20.2	30	1473	2019	774	266	887	362	582	458	109^251	495	210	295	240	81^144^	347	196	290	153^
								B	20.2	30	1473	2019	774	266	887	362	582	458	109 251	495	210	295	240	81 144	347	196	290	153
GREAT CANAL QUESTION(S)																												
	2 WED.	11.55P	30	ABC	N	97	177	A	5.3	20	386	1319	651	266^	710	219^	428^372^	88^192^		583^272^	440^375^	60^ 63^	16^ LT	LT	LT			
HALLMARK HALL OF FAME(S)																												
	2 THU.	10.00P	60	NBC	GD	99	199	A	12.0	21	875	1649	943	341	960	373	584	544	144^259^	557	132^	293	310	115^219^	83^ 33^	49^	49^	
		10.00 - 10.30						A	12.3	21	897	1673	926	321	947	351	567	538	141^270	56								

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11					
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54			55-64	55+			
EVENING CONT'D																													
HAPPY DAYS																													
TUE. 8.00P 30 ABC CS																													
HARDY BOYS/NANCY DREW																													
1 SUN. 7.00P 60 ABC SM																													
7.00 - 7.30																													
7.30 - 8.00																													
HARVEY KORMAN SHOW(S)																													
2 TUE. 9.30P 30 ABC CS																													
HAWAII FIVE-O																													
2 THU. 9.00P 60 CBS OP																													
9.00 - 9.30																													
9.30 - 10.00																													
HAWAIIAN OPEN GOLF-SAT(S)																													
2 SAT. 6.00P 60 ABC SE																													
6.00 - 6.30																													
6.30 - 7.00																													
JAMES AT 15																													
1 THU. 9.00P 60 NBC GD																													
9.00 - 9.30																													
9.30 - 10.00																													
JEFFERSONS																													
SAT. 9.00P 30 CBS CS																													
KOJAK																													
SAT. 10.00P 60 CBS OP																													
10.00 - 10.30																													
10.30 - 11.00																													
KRAFT-75TH ANNIVERSARY SP(S)																													
1 TUE. 9.30P 90 CBS GV																													
9.30 - 10.00																													
10.00 - 10.30																													
10.30 - 11.00																													
LATE MOVIE I																													
1 MON. 11.30P 100 CBS FF																													
1 TUE. 11.30P 103																													
1 WED. 11.30P 70																													
1 FRI. 11.30P 36																													
2 MON. 11.30P 96																													
2 TUE. 12.13A 104																													
2 WED. 12.01A 71																													
2 THU. 11.30P 98																													
11.30 - 12.00																													
12.00 - 12.30																													
12.30 - 1.00																													
1.00 - 1.30																													
1.30 - 2.00																													

1ST FEB. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	WOMEN			55-64	55+	TOTAL	18-34	MEN			55-64	55+	TOTAL FEM.	TOTAL	6-11			
																18-49	25-54					18-49	25-54										
EVENING CONT'D																																	
LATE MOVIE II																																	
1	TUE.	1.13A	28	CBS	FF	49	168	165	A	4.8	26	350	1311	599	208	659	329	460	331	87	148	552	276	436	330	63	89	91	LT	LT	LT		
1	WED.	12.40A	55						B	4.8	28	350	1306	575	210	608	259	402	318	90	155	551	243	379	333	77	116	107	48	40	26		
1	FRI.	12.06A	97																														
2	TUE.	1.57A	27																														
2	WED.	1.12A	53																														
2	FRI.	12.06A	115																														
		12.00 - 12.30						A	6.7	21	488	1527	623	216	660	271	474	418	53	113	669	339	526	388	69	116	177	49	21	21			
		12.30 - 1.00						A	5.6	24	408	1287	615	197	645	324	459	358	81	137	520	232	411	339	56	90	102	LT	20	20			
		1.00 - 1.30						A	5.2	29	379	1251	570	206	660	370	456	344	97	150	489	191	373	337	84	95	102	LT	LT	LT			
		1.30 - 2.00						A	4.2	32	306	1382	633	183	715	379	588	304	33	127	648	383	530	337	52	78	18	LT	LT	LT			
		2.00 - 2.30						A	2.5	36	182	934	384	LT	384	142	142	LT	242	242	550	550	550	LT	LT	LT	LT	LT	LT	LT			
LAUGH-IN(S)																																	
2	WED.	9.26P	60	NBC	CV		203	99	A	12.7	20	926	1606	694	260	743	210	347	362	107	279	713	238	407	323	106	290	94	49	56	52		
		9.30 - 10.00						A	12.6	19	919	1637	701	248	751	198	318	347	108	307	720	248	402	299	123	305	106	61	60	60			
		10.00 - 10.30						A	12.7	20	926	1545	675	267	717	226	380	381	107	232	703	228	409	353	86	275	81	36	44	44			
LAVERNE AND SHIRLEY																																	
	TUE.	8.30P	30	ABC	CS	16	208	210	A	32.6	47	2377	2213	737	310	839	412	598	449	80	188	560	276	409	343	60	109	277	155	537	358		
						99	99	B	32.9	50	2398	2223	726	280	822	396	585	444	83	180	574	278	411	340	60	118	321	174	506	344			
LEAPIN' LIZARDS-LIBERACE(S)																																	
2	WED.	8.00P	60	CBS	GV		187	98	A	20.8	30	1516	1832	744	279	907	216	436	415	162	391	626	112	275	293	149	302	103	30	196	161		
		8.00 - 8.30						A	20.3	30	1480	1814	726	271	892	210	428	399	158	390	613	112	274	287	143	292	108	35	201	163			
		8.30 - 9.00						A	21.2	31	1545	1853	765	286	924	222	446	433	165	393	643	113	276	299	153	315	96	25	190	161			
LIFE-TIMES-GRIZZLY ADAMS																																	
1	WED.	8.00P	60	NBC	A	12	207	96	A	18.4	28	1341	2043	781	179	819	253	384	361	147	384	778	300	431	386	135	284	136	74	310	187		
		8.00 - 8.30						B	17.9	28	1305	2024	743	223	810	217	373	375	147	350	664	223	352	334	113	249	172	63	378	224			
		8.30 - 9.00						A	17.6	27	1283	2004	777	174	817	252	372	353	154	388	768	309	427	364	137	281	127	77	292	178			
								A	19.1	29	1392	2082	788	182	823	254	392	371	143	383	789	291	435	404	133	290	144	73	326	197			
LITTLE HOUSE-PRairie																																	
1	MON.	8.00P	60	NBC	GD	18	217	209	A	25.7	37	1874	1935	795	258	880	228	408	399	141	377	611	180	284	278	143	267	183	138	261	207		
2	MON.	8.00P	90					B	23.1	35	1684	1994	796	250	895	259	443	403	149	362	559	166	279	267	112	234	192	116	348	227			
		8.00 - 8.30						A	24.4	36	1779	1962	800	260	883	231	412	388	139	383	622	180	290	284	153	275	179	136	278	213			
		8.30 - 9.00						A	26.8	39	1954	1958	790	265	879	238	419	398	141	372	613	182	280	276	147	273	185	138	281	219			
		9.00 - 9.30						A	26.0	37	1895	1853	800	244	879	202	382	415	144	380	602	186	289	274	128	250	183	143	189	164			
LOU GRANT																																	
2	MON.	10.00P	60	CBS	GD	1	194	98	A	23.6	39	1720	1751	747	271	860	338	590	440	80	226	630	219	399	348	97	182	184	69	77	28		
		10.00 - 10.30						B	23.6	39	1720	1751	747	271	860	338	590	440	80	226	630	219	399	348	97	182	184	69	77	28			
		10.30 - 11.00						A	24.0	38	1750	1757	750	268	863	350	592	439	84	227	629	223	397	352	91	179	190	76	75	28			
								A	23.2	40	1691	1736	741	273	853	323	584	438	76	226	630	215	401	345	99	182	175	61	78	29			
LOVE BOAT																																	
	SAT.	9.00P	60	ABC	CS	2	189	195	A	26.3	43	1917	2227	764	317	870	389	632	514	107	189	637	256	416	375	104	160	264	139	456	327		
		9.00 - 9.30						B	26.3	43	1917	2227	764	317	870	389	632	514	107	189	637	256	416	375	104	160	264	139	456	327			
		9.30 - 10.00						A	24.7	41	1801	2270	771	312	876	385	637	522	104	191	640	252	416	381	102	161	273	144	481	345			
								A	27.9	46	2034	2182	754	321	859	393	624	504	111	187	632	264	418	369	105	157	257	136	434	309			
M*A*S*H																																	
1	TUE.	9.00P	30	CBS	CS	18	195	98	A	18.6	27	1356	1715	724	217	745	220	374	382	131	282	719	336	417	377	89	189	147	67	104	60		
								B	21.6	32	1575	1860	734	273	802	283	465	408	124	260	674	294	424	357	103	194	223	108	161	111			
M*A*S*H																																	
2	MON.	9.00P	30	CBS	CS	1	190	98	A	23.7	34	1728	1960	730	291	857	390	602	427	94	208	625	270	386	312	84	190	300	163	178	76		
								B	23.7	34	1728	1960	730	291	857	390	602	427	94	208	625	270	386	312	84	190	300	163	178	76			
MAUDE																																	
	SAT.	9.30P	30	CBS	CS	2	189	188	A	14.7	24	1072	1770	790	308	892	246	387	377	175	404	580	157	302	258	108	251	130	54	168	107		
						98	99	B	14.7	24	1072	1770	790	308	892	246	387	377	175	404	580	157	302	258	108	251	130	54	168	107			

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
														TOTAL	18-34	WOMEN 18-49			25-54	55-64	55+	TOTAL	18-34	MEN 18-49			25-54	55-64	55+	TOTAL FEM.	TOTAL M-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11									
EVENING CONT'D																																			
STARKY AND HUTCH-11:30										5	178	176	A	7.5	26	547	1415	617	192^	650	278	417	354	59^157^	673	350	516	361	21^103^	50^ LT	42^ 42^				
1	THU.	11.30P	66	ABC	OP	98	98	B	7.5	27	547	1465	626	172	691	275	448	383	47	171	614	296	433	320	60	126	117	39	43	33					
2	THU.	11.30P	65					A	8.0	25	583	1389	645	205^	669	253	430	376	58^167^	648	288	473	373	15^125^	34^ LT	38^ 38^									
		11.30 - 12.00						A	7.4	29	539	1475	592	183^	636	304	413	332	59^152^	725	424	578	363	25^ 88^	64^ LT	50^ 50^									
		12.00 - 12.30																																	
SZYSZNYK										4	165		A	11.0	17	802	2219	657	338	844	287^	500	446	91^256^	855	335	522	435	213^278^	299	111^	221^	146^		
1	WED.	8.30P	30	CBS	CS	93		B	13.7	21	999	1969	644	291	758	286	418	368	106	252	654	244	390	309	134	219	219	89	338	238					
THREE'S COMPANY										18	195	197	A	28.4	41	2070	2178	753	305	867	425	625	487	79	192	579	270	418	359	74	120	310	168	422	309
	TUE.	9 00P	30	ABC	CS	99	99	B	27.6	41	2012	2115	747	296	850	406	620	480	83	178	571	263	415	349	57	112	326	174	368	270					
TOMA										5	168	167	A	4.3	25	313	1256	578	162^	642	330^	365^358^	80^144^	537	326^	412	301^	22^ 51^	29^ LT	48^ 48^					
1	THU.	12.36A	41	ABC	OP	96	96	B	4.8	28	350	1344	631	196	689	298	434	342	71	189	535	304	393	262	59	97	72	29	48	43					
2	THU.	12.35A	45					A	4.5	24	328	1274	610	204^	671	325^	369	368	79^147^	519	308^	409	302^	21^ 46^	48^ LT	36^ 36^									
		12.30 - 1.00						A	2.8	21	204	1181	681^235^	720^377^	436^368^	73^176^			461^275^	319^186^	LT 93^			LT LT	LT LT										
		1.00 - 1.30																																	
TOMORROW SHOW										72	173	172	A	2.7	21	197	1244	649	202^	660	193^	376	371	97^198^	517	218^	294^229^	36^182^	31^ LT	36^ 36^					
1	M-TH	1.00A	45	NBC	CC	97	97	B	2.6	21	190	1302	646	172	677	229	343	333	109	240	568	276	375	271	47	146	47	27	LT	LT					
2	MTUTh	1.00A	45																																
2	WED.	1.26A	45					A	3.0	21	219	1247	640	177^	658	192^	367	379	87^205^	526	247^	329	255^	37^156^	22^ LT	41^ 41^									
		1.00 - 1.30						A	3.0	28	219	1050^	630^174^	630^174^	338^228^	169^292^				365^ 41^	41^ 41^	LT 324^			55^ LT	LT LT									
		1.30 - 2.00																																	
TONIGHT SHOW										90	212	211	A	7.9	29	576	1540	790	281	825	293	494	431	129	255	582	225	333	283	65^203	84^ 22^	43^ 30^			
1	MON.	11.30P	75	NBC	GV	99	99	B	8.3	31	605	1515	742	240	799	296	478	418	117	241	600	241	364	307	90	191	92	41	24	16					
1	TUE.	11.30P	79																																
1	W & F	11.30P	76																																
1	THU.	11.30P	77																																
2	M & F	11.30P	76																																
2	TUE.	11.30P	78																																
2	WED.	11.56P	79																																
2	THU.	11.30P	75																																
		11.30 - 12.00						A	9.9	30	722	1584	775	270	823	285	491	443	127	247	604	239	360	319	77^190	104	34^	53^ 38^							
		12.00 - 12.30						A	7.5	29	547	1543	807	292	835	291	496	441	136	265	576	230	332	267	59^207	77^ 17^	55^ 43^								
		12.30 - 1.00						A	5.9	31	430	1114	519^252^	523^240^	332^194^	122^191^				568	173^	203^191^	58^281^	23^ LT	LT LT										
TONY RANDALL SHOW										2	190	187	A	14.6	24	1064	1823	840	352	939	277	463	423	185	405	574	189	339	303	91^195	121	75^	189	114	
	SAT.	8.30P	30	CBS	CS	98	97	B	14.6	24	1064	1823	840	352	939	277	463	423	185	405	574	189	339	303	91	195	121	75	189	114					
TUESDAY MOVIE OF THE WEEK										17	174	174	A	6.8	27	496	1294	601	199^	689	301	456	410	33^170^	541	264	452	336	49^ 67^	50^ LT	14^ LT				
1	TUE.	11.30P	90	ABC	FF	97	97	B	5.8	24	423	1381	643	168	700	299	471	375	59	176	573	235	405	350	71	116	75	32	33	26					
2	TUE.	11.30P	102																																
		11.30 - 12.00						A	7.2	22	525	1495	588	204^	697	323	497	435	36^139^	677	315	559	435	66^ 91^	78^ LT	43^ 19^									
		12.00 - 12.30						A	7.1	29	518	1224	614	212^	707	303	477	443	29^163^	476	234	390	281	47^ 66^	41^ LT	LT LT									
		12.30 - 1.00						A	6.4	32	467	1197	599	184^	672	295	433	392	36^175^	490	233^	413	304	44^ 61^	35^ LT	LT LT									
U.S. OLYMPIC TRACK MEET(S)										183			A	5.6	17	408	1603	510^206^	539^353^	510^305^	LT 29^	785	381^	585	428^	17^129^	231^103^	48^ 32^							
2	SAT.	11.30P	91	NBC	SE	95																													
		11.30 - 12.00						A	6.6	18	481	1819	641	194^	662	385^	589	369^	LT 73^	813	377^	553	443^	46^164^	277^141^	67^ 29^									
		12.00 - 12.30						A	5.5	17	401	1496	438^155^	475^328^	475^280^	LT LT				769	399^	616	431^	LT 93^	223^ 69^	29^ 29^									
		12.30 - 1.00						A	4.8	17	350	1426	402^276^	436^328^	436^248^	LT LT				777	372^	597^402^	LT 128^	175^ 89^	38^ 38^										
WALTONS										18	201	198	A	21.5	32	1567	1869	870	271	959	295	445	432	178	417	566	177	273	264	106	252	94	51^	250	136
CONT'D																																			

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
															TOTAL	18-34	WOMEN 18-24 25-34		35-44	45-54	55+	TOTAL	18-34	MEN 18-24 25-34		35-44	45-54	55+	TOTAL FEM.	TOTAL M.					
EVENING CONT'D																																			
WALTONS-CONT'D																																			
	THU.	8.00P	60	CBS	GD		98	98	B	20.3	32	1480	1918	839 247	929 276	422 384	167 430	556 184	282 259	96 240	123 75	310 180													
		8.00 - 8.30							A	20.8	31	1516	1893	885 272	975 297	445 429	184 438	579 178	275 265	110 265	95 50A	244 128													
		8.30 - 9.00							A	22.2	33	1618	1839	851 268	938 289	441 434	171 396	554 175	271 261	101 241	94 54A	253 141													
WED. MYSTERY OF THE WEEK																																			
	1 WED.	12.34A	55	ABC	SM		95		A	4.0	25	292	1171	558^ 89v	592^232^	342^315^	61v188v	438^263^	335^294^	103v103v	69v LT	72v 72v													
		12.30 - 1.00							B	3.6	24	262	1207	483 103	538 200	338 312	42 142	488 250	330 272	50 85	108 54	73 35													
		1.00 - 1.30							A	4.3	24	313	1422	662^173v	726^237^	393^341^	67v212^	543^297^	441^359^	102v102v	64v LT	89v 89v													
									A	3.7	26	270	922	455^ LT	455^225^	285^285^	59v170v	340^233^	233^233^	107v107v	75v LT	52v 52v													
WELCOME BACK KOTTER																																			
	THU.	8.00P	30	ABC	CS		99	97	A	22.5	34	1640	2248	683 312	755 315	533 443	69^168	629 294	449 378	95 137	336 158	528 397													
									B	21.1	34	1538	2079	649 263	740 327	522 418	69 156	549 264	383 299	69 123	331 175	459 336													
WHAT'S HAPPENING																																			
	SAT.	9.00P	30	ABC	CS		98	99	A	16.4	28	1196	2458	716 247	801 277	550 455	93^214	671 246	445 386	91^167	357 173	629 398													
									B	17.0	29	1239	2420	715 252	794 288	535 452	102 211	675 266	457 390	97 169	356 182	595 404													
WONDER WOMAN																																			
	FRI.	8.00P	60	CBS	SF		93	96	A	16.7	27	1217	2141	657 262	741 306	486 396	118 210	651 261	416 360	117 188	182 58^	567 370													
		8.00 - 8.30							B	15.4	27	1123	2202	676 239	746 330	489 385	115 222	617 249	396 359	88 161	208 82	631 400													
		8.30 - 9.00							A	15.9	26	1159	2110	656 259	751 302	481 382	128 227	620 247	392 344	116 181	178 53^	561 371													
									A	17.5	28	1276	2158	658 261	731 311	494 410	108 192	671 270	432 373	123 192	182 59^	574 366													
WONDERFUL WORLD OF DISNEY																																			
	SUN.	7.00P	120	NBC	FV		99	99	A	20.0	30	1458	2366	681 225	776 298	504 450	90 220	726 326	504 424	94 170	254 100	610 380													
		7.00 - 7.30							B	17.8	28	1298	2301	691 229	771 294	471 412	108 242	713 301	469 419	102 184	235 102	582 365													
									A	16.8	27	1225	2368	663 205	762 282	471 436	97 234	711 301	483 426	99 173	235 100	660 402													
		7.30 - 8.00							A	19.0	29	1385	2345	662 219	765 300	507 457	77^202	702 308	474 424	94 167	234 94	644 389													
		8.00 - 8.30							A	22.0	33	1604	2390	698 230	789 294	509 459	93 227	748 351	530 423	93 172	268 103	585 375													
		8.30 - 9.00							A	22.1	32	1611	2358	697 238	787 311	519 455	85 214	736 337	519 422	94 170	265 102	570 370													
WORLD BEYOND(S)																																			
	1 FRI.	9.00P	60	CBS	GD		96		A	12.2	19	889	1918	648 229^	754 302	501 416	125^203^	543 200^	323 249^	110^190^	205^ 48v	416 310													
		9.00 - 9.30							A	12.4	20	904	1971	666 226^	763 315	506 435	117^196^	534 197^	306 238^	117^199^	207^ 52v	467 323													
		9.30 - 10.00							A	12.0	19	875	1842	626 230^	737 287	492 395	130^208^	542 197^	333 258^	103^179^	201^ 41v	362 296													
WEEKDAY DAYTIME																																			
ABC AFTERSCHOOL SPECIAL(S)																																			
	1 WED.	4.30P	60	ABC	FV		97		A	9.7	23	707	1764	546 133^	616 240^	388 292^	79v208^	292^112^	142^102^	95^ 95^	274^198^	582 439													
		4.30 - 5.00							A	9.2	23	671	1768	568 136^	623 253^	396 308^	76v209^	315^129^	152^ 90v	117^117^	251^161^	579 459													
		5.00 - 5.30							A	10.3	24	751	1728	515 128^	598 225^	375 271^	83^204^	264^ 95^	129^108^	73v 73v	291^227^	575 412													
ALL IN THE FAMILY M-F(B)																																			
	2 MON.	4.00P	30	CBS	CS		150	75	A	5.8	16	423	1714	736 87v	842 189^	340^319^	147^423^	396^149^	149^ 88v	113v247^	213^120v	263^ 179^													
ALL IN THE FAMILY M-F																																			
	1 M-F	3.30P	30	CBS	CS		98	98	A	9.6	28	700	1513	671 96	716 182	327 300	133 324	391 130	161 151	64^187	177 76^	229 148													
	2 TU-F	3.30P	30						B	9.4	29	685	1591	659 104	720 230	373 323	133 288	399 148	196 138	67 183	205 86	267 141													
ALL MY CHILDREN																																			
	M-F	1.00P	60	ABC	DD		89	185 186	A	9.7	33	707	1443	821 147	948 463	680 515	60^196	218 85	108 78^	50^ 95	152 116	125 56^													
		1.00 - 1.30							B	8.5	31	620	1471	834 176	925 480	675 497	69 173	265 116	159 131	60 91	158 118	123 45													
		1.30 - 2.00							A	10.0	34	729	1406	825 138	945 447	675 526	63^200	209 86	110 80	46^ 84	134 106	118 56^													
									A	9.5	32	693	1449	805 154	934 473	673 496	54^188	222 83^	102 74^	54^106	166 124	127 52^													
ANOTHER WORLD																																			
	1 M-F	3.00P	60	NBC	DD		99	99	A	10.1	30	736	1367	813 117	857 260	465 436	139 303	213 58^	86 58^	72^119	170 137	127 66^													
	2 MON.	3.05P	55						B	8.5	28	620	1373	842 140	900 253	477 438	158 341	219 58	95 73	52 110	149 121	105 49													
CONT'D																																			

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PROGRAM NAME												T/C THIS SEASON		NO. OF STATIONS		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																											
WK		START		DUR		NET		PROG. TYPE		WK 1 WK 2		KEY	AVG. AUD. SHARE		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)												
#	DAY	TIME									%		%	%	%	(2+)	HOUSE	WOM.	TOTAL	18-34	WOMEN 18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11													
WEEKDAY DAYTIME CONT'D																																													
ANOTHER WORLD-CONT'D																																													
2	TU-F	3.00P	60									A	9.6	30	700	1339	812	103	858	261	465	440	131	301	212	53^	78^	51^	78^	126	149	125	120	61^											
		3.00 - 3.30										A	10.6	31	773	1380	811	128	854	258	463	430	144	304	213	60^	93	64^	67^	113	184	147	129	70^											
AS THE WORLD TURNS												87	198	198																															
	M-F	1.30P	60	CBS	DD					99	99	A	9.1	30	663	1335	889	176	968	249	493	468	160	412	220	46^	107	94	35^	105	75^	47^	72^	17^											
		1.30 - 2.00										B	8.7	31	634	1352	878	162	976	277	484	423	165	432	230	45	100	83	41	122	49	34	97	31											
		2.00 - 2.30										A	8.6	29	627	1319	879	190	968	249	480	455	178	430	217	46^	96	83^	39^	111	71^	44^	63^	9^											
												A	9.5	31	693	1346	903	159	975	249	508	482	144	397	216	41^	107	101	31^	99	77^	46^	78^	24^											
BING CROSBY-PFO AM-MON(S)												183																																	
1	MON.	5.00P	70	ABC	SE					97		A	9.2	21	671	1632	574	131^	635	223^	382	307^	183^	219^	431	88^	157^	134^	143^	248^	273^	115^	293^	218^											
		5.00 - 5.30										A	8.2	22	598	1430	596	27^	659	236^	465	376^	131^	194^	362^	36^	84^	76^	141^	250^	168^	135^	241^	241^											
		5.30 - 6.00										A	8.5	21	620	1565	506	78^	565	198^	359^	274^	162^	206^	387	71^	124^	76^	140^	240^	335^	80^	278^	164^											
CAPTAIN KANGAROO												89	187	186																															
	M-F	8.00A	60	CBS	C					99	99	A	3.9	21	284	1602	349	56^	367	173^	226	162^	42^	123^	173^	64^	85^	52^	47^	82^	122^	45^	940	261											
		8.00 - 8.30										B	3.6	21	262	1635	381	73	403	213	298	247	42	85	139	57	80	65	23	51	75	41	1018	297											
		8.30 - 9.00										A	3.5	20	255	1749	384	66^	400	166^	227^	176^	48^	145^	184^	70^	95^	58^	47^	82^	125^	46^	1040	321											
												A	4.3	23	313	1463	319	45^	335	171^	219	153^	35^	103^	164^	61^	80^	51^	42^	78^	112^	36^	852	201											
CBS MID-DAY NEWS-EDWARDS												88	173	175																															
	M-F	11.55A	4	CBS	N					91	91	B	6.7	25	488	1334	927	107^	945	243	471	409	139	421	227	28^	51^	62^	81^	161	53^	31^	109^	10^											
												B	5.6	25	408	1292	849	122	922	277	479	381	146	407	183	39	66	55	52	113	51	32	136	37											
CBS MORNING NEWS												90	175	176																															
												A	2.7	20	197	1411	635	137^	635	102^	360	334	112^	250^	436	147^	219^	244^	106^	192^	50^	LT	290^	91^											
1 M-F 7.15A 45 CBS N 96 96																																													
2 M-F 7.30A 30																																													
		7.30 - 8.00										A	2.2	17	160	1275	600	156	629	143	311	311	113	275	386	105	205	205	67	162	49	LT	211	118											
												A	2.7	19	197	1508	653	151^	659	111^	375	336	122^	258^	432	132^	208^	233^	113^	199^	62^	31^	355	107^											
DAYS OF OUR LIVES												89	206	207																															
	M-F	1.30P	60	NBC	DD					99	99	A	7.7	25	561	1285	791	113	861	257	425	407	120	351	283	70^	103^	89^	67^	162	62^	48^	79^	32^											
		1.30 - 2.00										B	7.0	25	510	1278	806	133	889	292	485	420	150	342	253	65	108	91	47	129	73	55	63	30											
		2.00 - 2.30										A	7.4	25	539	1302	777	111	853	266	423	390	118	354	305	80^	117	99^	59^	170	62^	46^	82^	32^											
												A	8.0	26	583	1249	794	112	859	247	423	416	118	346	257	56^	87^	78^	70^	153	62^	48^	71^	27^											
DOCTORS												86	203	203																															
1	M-F	2.30P	30	NBC	DD					98	98	A	7.5	24	547	1205	809	93^	848	247	431	410	130	338	252	54^	82^	65^	97^	159	37^	26^	68^	27^											
2	TU-F	2.30P	30									B	6.5	23	474	1245	818	115	879	256	440	404	159	368	228	60	96	84	46	117	71	50	67	32											
EDGE OF NIGHT												85	164	168																															
1	M-F	4.00P	30	ABC	DD					87	90	A	5.7	16	416	1500	923	125^	996	363	609	495	119^	366	226	70^	103^	69^	31^	118^	131^	90^	147	54^											
2	TU-F	4.00P	30									B	5.4	17	394	1356	850	145	939	328	537	438	130	362	191	61	90	67	29	95	96	66	130	56											
FAMILY FEUD												88	181	180																															
	M-F	11.30A	30	ABC	QP					99	99	A	10.2	40	744	1608	697	132	773	329	558	418	71^	167	341	120	180	150	58^	119	170	73^	324	159											
												B	8.5	37	620	1560	704	133	778	340	522	414	93	179	344	132	193	153	56	126	173	93	265	113											
FOR RICHER, FOR POORER												37	167	167																															
	M-F	1.00P	30	NBC	DD					83	83	A	4.1	14	299	1321	736	64^	756	208	282	267	94^	395	304	87^	103^	86^	21^	194^	70^	40^	191^	114^											
												B	4.1	14	299	1415	712	97	761	242	352	281	103	348	355	130	174	120	34	168	121	60	178	90											
GENERAL HOSPITAL												14	185	186																															
1	M-F	3.00P	60	ABC	DD					98	98	A	8.0	24	583	1319	844	123	927	428	654	502	99^	228	177	51^	70^	54^	52^	101^	142	113	73^	31^											
2	MON.	3.30P	60									B	8.1	24	590	1348	844	134	929	432	654	504	98	229	197	65	90	72	44	99	135	100	87	29											
2	TU-F	3.00P	60																																										
		3.00 - 3.30										A	8.0	25	583	1314	833	97^	916	437	663	498	93^	214	187	51^	75^	58^	53^	105	129	104	82^	42^											
		3.30 - 4.00										A	7.9	23	576	1314	845	128	941	427	651	503	100^	239	151	44^	54^	42^	49^	91^	153	116	69^	24^											
		4.00 - 4.30										A	9.1	24	663	1217	817	237^	817	352^	552	458	140^	242^	232^	85^	113^	80^	39^	119^	139^	139^	29^	LT											

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1 WK 2		KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
														TOTAL	WOMEN					MEN											
														18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+							
WEEKDAY DAYTIME CONT'D																															
GONG SHOW						39	176	176	A	4.8	17	350	1394	613	89^	691	291	396	357	89^241	463	186	243	172	46^202	108^	66^	132^	57^		
M-F		12.30P	30	NBC	QG	88	88	B	5.2	19	379	1428	629	115	681	230	344	294	114	287	428	160	238	169	58	170	152	75	167	91	
GOOD MORNING, AMERICA-730						90	172	173	A	2.8	20	204	1221	725	186^	730	229^	426	397	123^265^	353	88^	148^128^	93^161^	49^	30^v	89^	11	89^	11	
M-F		7.30A	30	ABC	N	96	96	B	3.1	21	226	1263	680	158	714	214	360	333	114	298	364	83	145	153	101	176	71	35	114	49	
GOOD MORNING, AMERICA-830						90	185	185	A	4.0	21	292	1438	777	150^	811	277	488	414	124^291	373	92^	157^126^	90^192^	55^	31^v	199^	76^	199^	76^	
M-F		8.30A	30	ABC	N	94	94	B	3.3	20	241	1393	770	193	835	291	462	380	148	308	355	97	163	139	118	167	71	33	132	78	
GUIDING LIGHT						56	194	195	A	8.5	27	620	1392	870	106	946	250	478	448	156	397	213	52^	92^	87^	37^108	115	58^	118	62^	
1 M-F		2.30P	60	CBS	DD	99	99	B	8.3	28	605	1412	854	135	934	290	497	449	150	366	233	66	111	86	48	112	89	61	156	64	
2 MON.		3.05P	55																												
2 TU-F		2.30P	60																												
2.30 - 3.00									A	8.7	28	634	1368	897	124	963	249	501	468	167	395	203	41^	87^	83^	38^105	105	58^	97	41^	
3.00 - 3.30									A	8.3	26	605	1408	848	93^	920	239	449	430	146	395	228	62^	100	97	38^112	120	60^	140	83^	
3.30 - 4.00									A	8.4	24	612	1446	899	42^v	995	298^	489	432	120^434	208^	34^v	78^v	44^v	39^130^	141^	44^v	102^	34^v		
HAPPY DAYS M-F						88	172	173	A	7.3	30	532	1618	577	144	637	345	526	355	38^	89^	278	153	200	140	34^	49^	244	117	459	224
M-F		11.00A	30	ABC	CS	96	96	B	6.2	29	452	1524	564	123	622	327	480	349	50	94	268	158	204	129	31^	49^	237	122	397	179	
HOLLYWOOD SQUARES						85	181	182	A	6.3	28	459	1368	762	105^	795	195	339	316	121^379	336	69^	114^107^	69^204	82^	24^v	155	57^	155	57^	
M-F		10.30A	30	NBC	QP	95	95	B	5.2	27	379	1330	689	116	740	190	314	300	132	357	388	114	193	176	51	153	93	47	109	47	
KNOCKOUT						82	199	198	A	5.5	21	401	1372	709	137^	759	180	287	310	139^379	316	54^	79^	79^	100^222	72^	44^	225	108^	225	108^
M-F		11.30A	30	NBC	QP	98	98	B	4.9	22	357	1363	735	103	796	168	288	289	158	440	368	112	173	130	71	179	81	44	118	68	
LOVE OF LIFE						88	189	190	A	6.8	27	496	1317	905	115^	925	255	482	410	133	391	220	30^	55^	55^	91^157	53^	29^	119	21^v	
M-F		11.30A	30	CBS	DD	97	97	B	5.9	27	430	1318	848	127	918	285	492	390	143	386	190	42	71	65	51	109	51	29	159	42	
MAGAZINE(S)							188		A	5.8	29	423	1433	784	131^v	850	244^	509^490^	102^v255^		291^	73^v	92^v179^	25^v112^v	13^v	13^v	279^	144^	279^	144^	
2 THU.		10.00A	60	CBS	DN		97																								
10.00 - 10.30									A	5.5	27	401	1312	704	157^	771	201^	491^520^	89^v197^		232^	72^v	72^v149^v	11^	83^v	11^	11^	309^	160^	309^	160^
10.30 - 11.00									A	6.1	30	445	1521	846	103^v	906	278^	515^457^	109^v302^		338^	73^v	107^v203^	45^v135^v	25^v	25^v	252^	130^v	252^	130^v	
MATCH GAME '78						30	147	143	A	6.9	19	503	1539	762	160	872	226	390	346	146	389	353	106^	126	99^	84^197	121	44^	193	112^	
1 M-F		4.00P	30	CBS	QP	81	78		B	6.6	18	481	1533	736	136	810	235	387	350	128	340	368	123	167	117	84	179	144	66	211	114
2 TU-F		4.00P	30																												
ONE LIFE TO LIVE						15	188	189	A	8.3	27	605	1400	815	131	907	458	656	492	71^190	199	85^	104	77^	36^	80^	177	135	117	50^	
1 M-F		2.00P	60	ABC	DD	99	99	B	8.5	27	620	1453	823	147	911	465	670	506	79	180	216	93	113	84	37	87	191	149	135	58	
2 MON.		2.00P	30																												
& 3.05P		25																													
2 TU-F		2.00P	60																												
2.00 - 2.30									A	8.1	26	590	1402	814	139	914	464	659	496	67^192	209	87^	107	82^	41^	87^	167	124	112	47^	
2.30 - 3.00									A	8.5	28	620	1403	801	124	891	440	639	487	76^192	202	90^	109	81^	34^	76^	183	146	127	56^	
3.00 - 3.30									A	8.5	26	620	1382	1017	131^	1042	595	803	455	89^v201^	100^	26^v	26^v	26^v	25^v	74^v	194^148^	46^v	LT	LT	
PRICE IS RIGHT 1						32	178	178	A	7.0	31	510	1496	732	123	768	244	413	334	88^320	301	68^	117	110^	42^165	91^	42^	336	119	336	119
1 M-F		10.30A	30	CBS	AP	93	93	B	6.7	30	488	1667	722	117	754	259	417	339	101	300	357	78	152	151	59	174	145	67	411	175	
2 MTUWF		10.30A	30																												
PRICE IS RIGHT 2						33	177	177	A	7.2	30	525	1442	830	139	872	239	429	382	100^384	294	36^	90^119	37^171	57^	37^	219	53^	219	53^	
M-F		11.00A	30	CBS	AP	93	92	B	7.2	30	525	1596	774	123	812	257	421	348	111	345	348	56	132	155	46	177	119	55	317	116	
RYAN'S HOPE						89	177	178	A	8.1	29	590	1532	853	151	997	469	705	544	61^205	244	106	157	125	34^	63^	149	100	142	65^	
M-F		12.30P	30	ABC	DD	95	95	B	7.1	28	518	1520	841	169	940	477	679	504	78	170	261	97	149	134	51	86	181	124	138	54	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	WOMEN 18-24		25-34	35-44	45-54	55-64	65+	TOTAL	18-34	MEN 18-24		25-34	35-44	45-54	55-64	65+	TOTAL FEM.	TOTAL 6-11
WEEKDAY DAYTIME CONT'D																																	
SANFORD AND SON M-F						87	167	168	A	5.8	27	423	1499	601	106	651	183	299	267	119	291	491	135	242	189	111	216	145	51	212	50		
M-F 10.00A 30 NBC CS						88	89	B	4.8	26	350	1511	616	111	695	210	327	267	118	320	508	154	269	217	68	188	135	59	173	83			
SEARCH FOR TOMORROW M-F						88	189	190	A	8.1	29	590	1434	960	142	986	274	559	473	145	381	251	43	82	77	95	155	74	31	123	24		
M-F 12 30P 30 CBS DD						97	97	B	7.5	30	547	1344	861	148	935	309	531	433	148	360	237	57	98	87	59	124	57	37	115	37			
TATTLETALES 1 M-F						31	162	163	A	4.9	23	357	1468	797	118	847	308	533	406	56	272	224	50	67	64	40	138	86	36	311	129		
2 MTUWF 10.00A 30						87	87	B	4.6	22	335	1583	766	118	807	313	510	420	82	245	278	68	109	112	54	136	101	56	397	142			
TO SAY THE LEAST M-F						84	170	170	A	3.8	14	277	1217	585	53	625	171	250	252	112	318	300	51	87	87	65	202	75	39	217	105		
M-F 12.00N 30 NBC QP						87	87	B	3.9	16	284	1316	705	88	781	189	318	291	158	400	340	87	144	120	66	171	93	43	102	63			
TODAY SHOW-7.30AM M-F						89	215	216	A	4.9	30	357	1333	777	153	820	146	294	386	116	406	406	66	134	148	89	233	26	LT	81	31		
M-F 7 30A 30 NBC N						99	99	B	4.2	28	306	1318	721	172	766	153	297	322	137	398	429	100	162	164	81	234	48	LT	75	36			
TODAY SHOW-8.30AM M-F						90	211	212	A	5.2	31	379	1361	736	134	779	112	287	365	118	377	441	50	160	189	67	233	52	LT	89	29		
M-F 8.30A 30 NBC N						99	99	B	4.5	28	328	1411	758	160	834	148	323	336	139	426	477	75	170	185	78	265	48	LT	52	21			
\$20,000 PYRAMID M-F						15	157	161	A	6.5	23	474	1527	771	149	813	361	575	447	78	183	333	144	176	100	60	141	125	91	256	126		
M-F 12.00N 30 ABC QG						83	87	B	6.6	23	481	1544	746	160	781	344	557	431	97	174	366	142	197	151	54	135	109	61	288	151			
WHEEL OF FORTUNE M-F						87	198	198	A	6.4	26	467	1298	753	105	799	180	315	306	146	405	321	56	82	88	109	216	49	19	129	67		
M-F 11.00A 30 NBC QG						98	97	B	5.7	27	416	1320	752	104	812	160	293	292	192	451	363	82	150	135	81	191	61	28	84	43			
YOUNG AND THE RESTLESS M-F						88	193	194	A	8.8	32	642	1307	932	145	958	320	568	468	149	333	172	40	66	65	73	96	59	36	118	30		
M-F 12.00N 30 CBS DD						97	97	B	7.7	32	561	1353	854	146	927	364	576	445	142	312	188	58	96	85	51	82	90	53	140	74			
WEEKEND DAYTIME																																	
ABC SPORTS MAGAZINE 1 SUN.						5	176	182	A	9.3	24	678	1947	490	196	553	253	388	300	91	126	845	415	567	475	95	196	333	158	216	146		
2 SUN. 4.15P 15 ABC SC						94	92	B	10.6	27	773	1947	545	235	604	284	419	325	88	139	806	415	567	469	96	179	247	94	290	183			
ABC WEEKEND SPECIALS 1 SAT.						19	175	177	A	7.2	25	525	1747	355	135	368	190	246	128	51	87	288	140	190	140	46	98	314	172	777	545		
2 SAT. 12.00N 60 ABC FV						89	94	B	6.2	23	452	1831	367	122	412	227	303	196	46	86	278	143	200	158	36	65	372	185	769	523			
12.00 - 12.30 2 SAT. 12.00N 30								A	6.7	24	488	1814	377	85	399	192	245	142	38	96	266	152	176	122	43	90	322	204	827	562			
12.30 - 1.00								A	8.1	27	590	1663	334	224	334	193	259	111	75	75	324	123	218	170	51	106	297	122	708	522			
ABC WIDE WORLD-SPORTS SAT 1 SAT.						13	201	200	A	13.1	31	955	1802	454	229	524	205	362	304	67	101	863	310	561	512	97	223	197	60	218	118		
2 SAT. 5.00P 90 ABC SA						99	99	B	10.9	26	795	1783	486	173	533	209	328	289	78	146	805	316	519	460	105	211	207	70	238	158			
4.30 - 5.00								A	11.8	32	860	1713	514	205	514	177	275	271	113	152	819	286	529	459	80	228	148	36	232	126			
5.00 - 5.30								A	13.3	33	970	1869	479	233	525	213	373	288	69	101	838	303	528	476	86	234	232	72	274	158			
5.30 - 6.00								A	13.3	30	970	1802	428	235	524	212	380	302	51	87	880	319	582	544	103	217	215	73	183	97			
6.00 - 6.30								A	13.4	27	977	1753	415	235	535	212	395	376	56	75	926	339	614	566	132	216	140	30	152	75			
ABC WIDE WORLD-SPORTS SUN 1 SUN.						5	182	187	A	11.9	28	868	1888	512	202	601	257	376	317	76	161	806	322	536	494	80	180	257	102	224	124		
2 SUN. 4.30P 90 ABC SA						97	94	B	13.0	30	948	1985	576	229	635	266	409	349	80	169	782	357	538	462	107	183	263	88	305	190			
3.30 - 4.00								A	10.2	25	744	1872	474	190	564	273	343	259	88	163	753	339	519	417	94	178	241	137	314	194			
4.00 - 4.30								A	12.6	30	919	1863	451	193	564	263	343	274	83	165	798	318	451	406	69	173	221	103	380	208			
4.30 - 5.00								A	11.4	27	831	1996	563	213	669	304	437	353	74	180	818	355	539	505	72	182	272	102	237	127			
5.00 - 5.30								A	12.0	28	875	1861	498	199	573	205	367	326	69	141	890	331	618	575	88	170	304	99	94	48			
5.30 - 6.00								A	13.7	30	999	1756	512	188	564	205	335	337	60	132	838	249	537	541	86	190	246	83	108	54			

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. AUD. SHARE %	AVG. AUD. (0.000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	MEN 18-49	25-54	55-64	55+	TOTAL	TEENS (12-17) FEM.	CHILDREN (2-11) TOTAL					
WEEKEND DAYTIME CONT'D																																	
ALL NEW SUPERFRIENDS I																																	
SAT. 8.00A 30 ABC CA																																	
ALL NEW SUPERFRIENDS II																																	
SAT. 8.30A 30 ABC CA																																	
AMERICAN BANDSTAND '78																																	
1 SAT. 1.00P 30 ABC PC																																	
2 SAT. 12.30P 60																																	
12.30 - 1.00																																	
1.00 - 1.30																																	
ANDY WILLIAMS GOLF-SAT(S)																																	
1 SAT. 4.00P 60 CBS SE																																	
4.00 - 4.30																																	
4.30 - 5.00																																	
ANDY WILLIAMS GOLF-SUN(S)																																	
1 SUN. 4.03P 117 CBS SE																																	
4.00 - 4.30																																	
4.30 - 5.00																																	
5.00 - 5.30																																	
5.30 - 6.00																																	
ANIMALS. ANIMALS. ANIMALS																																	
SUN. 11.30A 30 ABC CL																																	
BAGGY PANTS & THE NITWITS																																	
2 SAT. 11.00A 30-NBC CA																																	
BANG SHANG LALAPALOOZA																																	
1 SAT. 10.00A 30 NBC CA																																	
BATMAN/TARZAN ADV I																																	
SAT. 10.30A 30 CBS CA																																	
BATMAN/TARZAN ADV II																																	
SAT. 11.00A 30 CBS CA																																	
BUGS BUNNY/ROAD RUNNER 1																																	
SAT. 9.00A 30 CBS CA																																	
BUGS BUNNY/ROAD RUNNER 2																																	
SAT. 9.30A 30 CBS CA																																	
BUGS BUNNY/ROAD RUNNER 3																																	
SAT. 10.00A 30 CBS CA																																	
C.B. BEARS I																																	
1 SAT. 8.00A 30 NBC CA																																	
C.B. BEARS II																																	
1 SAT. 8.30A 30 NBC CA																																	
CBS SAT. FILM FESTIVAL																																	
2 SAT. 1.30P 30 CBS CL																																	

PROGRAM NAME										T/C SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11							
														TOTAL	18- 34	WOMEN 18- 49 25- 54			55- 64	55+	TOTAL	18- 34	MEN 18- 49 25- 54			55- 64	55+	TOTAL FEM.	TOTAL 6-11				
WEEKEND DAYTIME CONT'D																																	
CBS SPORTS SPECIAL(S)						180	A	7.1	18	518	1537	419	238	468	166	302	201	88	147	650	272	441	413	37	161	393	177	26	LT				
2 SUN. 4.00P 55 CBS SC						95	A	7.3	18	532	1491	410	220	459	171	303	203	79	135	621	233	398	403	43	179	394	163	17	LT				
4.00 - 4.30							A	6.9	17	503	1592	433	262	476	159	302	202	98	156	689	322	495	425	30	143	392	195	35	LT				
4.30 - 5.00																																	
CBS SPORTS SPECTACULAR						18 160 158	A	7.1	19	518	1610	455	143	464	139	214	210	104	230	753	325	476	398	120	212	255	71	138	109				
1 SAT. 5.00P 60 CBS SA						90 91	B	7.0	18	510	1588	473	146	508	188	289	256	92	182	711	284	448	378	104	215	161	51	208	142				
2 SAT. 4.30P 90																																	
4.30 - 5.00							A	6.9	21	503	1738	457	153	457	132	238	197	69	198	744	330	530	454	78	160	272	98	265	224				
5.00 - 5.30							A	6.4	17	467	1585	433	114	436	121	176	174	106	244	768	326	466	382	135	225	278	65	103	82				
5.30 - 6.00							A	7.8	19	569	1613	478	159	501	161	242	247	118	235	763	329	473	392	128	229	238	67	111	83				
CHALLENGE OF THE SEXES						4 131 161	A	6.6	24	481	1628	425	210	508	210	322	251	102	148	604	251	381	335	69	150	225	126	291	205				
1 SUN. 1.00P 45 CBS SE						70 86	B	6.4	23	467	1646	399	165	458	196	288	207	78	147	658	319	441	362	78	163	244	109	286	199				
2 SUN. 1.00P 39																																	
1.00 - 1.30							A	6.4	24	467	1576	428	214	514	205	318	242	115	160	571	233	358	315	73	147	227	122	264	189				
DAYTONA UPDATE I(S)						159	A	8.2	26	598	1828	428	268	495	141	356	316	108	139	645	321	458	365	66	134	292	134	396	396				
2 SUN. 1.39P 6 CBS SE						84																											
DAYTONA UPDATE II(S)						178	A	6.5	16	474	1542	469	283	506	145	283	194	122	208	619	282	447	357	34	137	380	196	37	LT				
2 SUN. 4.55P 5 CBS SE						91																											
DYNAMIC DUOS						3 145 152	A	3.7	11	270	1837	652	148	722	339	376	259	132	267	670	236	292	281	207	356	282	78	163	56				
SUN. 2.00P 30 NBC SE 11 18 180 A 4.2 17 306 1869 788 101 817 350 481 419 80 336 582 249 327 209 90 221 185 101 285 209																																	
CE THE NATION SUN. 11.30A 30 CBS CC 97 97 B 3.2 15 233 1570 634 183 709 226 318 251 115 356 588 190 321 281 89 219 102 29 171 114																																	
AT ALBERT AND COSBY KIDS 2 184 196 A 8.2 29 598 1923 370 198 410 256 368 246 17 17 465 250 346 255 48 79 331 102 717 384																																	
SAT. 12.00N 30 CBS CA 96 98 B 8.2 29 598 1923 370 198 410 256 368 246 17 17 465 250 346 255 48 79 331 102 717 384																																	
STIVAL OF LIVELY ARTS(S) 166 A 6.5 14 474 1719 529 234 576 139 278 239 152 250 607 147 372 391 38 179 385 171 151 99																																	
2 SUN. 5.00P 60 CBS CL 87 A 6.3 14 459 1817 521 272 569 144 298 231 132 236 634 169 428 447 29 149 473 231 141 96																																	
5.00 - 5.30 A 6.8 14 496 1587 524 196 570 132 252 238 168 257 570 119 310 331 45 205 292 110 155 101																																	
5.30 - 6.00																																	
OST BUSTERS 19 68 67 A 1.6 11 117 2350 402 52 402 240 289 127 11 113 315 282 315 315 11 113 247 111 1386 890																																	
SUN. 9.00A 30 CBS CL 59 59 B 1.3 10 95 1570 210 70 262 130 162 130 11 61 171 89 121 131 11 113 161 60 976 675																																	
GO GLOBETROTTERS I 1 204 A 4.5 26 328 1296 141 58 183 146 146 104 37 37 72 72 72 72 11 113 57 11 984 705																																	
2 SAT. 8.30A 30 NBC CA 99 B 4.5 26 328 1296 141 58 183 146 146 104 37 37 72 72 72 72 11 113 57 11 984 705																																	
GO GLOBETROTTERS II 1 204 A 5.8 27 423 1643 74 11 112 112 112 74 11 11 99 99 99 99 11 11 266 132 1166 778																																	
2 SAT. 9.00A 30 NBC CA 99 B 5.8 27 423 1643 74 11 112 112 112 74 11 11 99 99 99 99 11 11 266 132 1166 778																																	
GO GLOBETROTTERS III 1 205 A 5.8 25 423 1416 11 11 38 38 38 11 11 11 82 59 82 82 11 11 239 125 1057 695																																	
2 SAT. 9.30A 30 NBC CA 99 B 5.8 25 423 1416 11 11 38 38 38 11 11 11 82 59 82 82 11 11 239 125 1057 695																																	
GO GLOBETROTTERS IV 1 205 A 5.9 23 430 1772 65 11 134 134 134 65 11 11 157 90 157 157 11 11 191 31 1290 799																																	
2 SAT. 10.00A 30 NBC CA 99 B 5.9 23 430 1772 65 11 134 134 134 65 11 11 157 90 157 157 11 11 191 31 1290 799																																	
HEAT GRAPE APE 18 90 90 A 3.1 13 226 1305 359 191 359 239 274 70 11 85 160 124 139 84 11 11 184 110 602 394																																	
SUN. 11.00A 30 ABC CA 63 63 B 3.2 14 233 1502 266 107 291 167 206 125 25 76 214 150 189 138 11 11 168 77 829 558																																	
HAWAIIAN OPEN GOLF-SUN(S) 184 A 10.9 23 795 1491 437 119 483 197 285 234 72 151 724 182 370 417 154 278 115 38 169 116																																	
CONT'D																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1978 REPORT

PROGRAM NAME															AUDIENCE COMPOSITION														
WK		START		DUR		NET		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
#	DAY	TIME	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
												TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11				
WEEKEND DAYTIME CONT'D																													
HAWAIIAN OPEN GOLF-CONT'D																													
2 SUN. 5.00P 120 ABC SE 96																													
5.00 - 5.30																													
5.30 - 6.00																													
6.00 - 6.30																													
6.30 - 7.00																													
HONG KONG PHOOEY																													
2 SAT. 8.00A 30 NBC CA 197																													
198																													
I AM THE GREATEST																													
1 SAT. 10.30A 30 NBC CA 19 206																													
99																													
IN THE NEWS- 8.26AM																													
SAT. 8.26A 3 CBS N 17 197 199																													
99 99																													
IN THE NEWS- 8.56AM																													
SAT. 8.56A 3 CBS N 11 195 199																													
98 99																													
IN THE NEWS- 9.56AM																													
SAT. 9.56A 3 CBS N 11 200 200																													
99 99																													
IN THE NEWS-10.26AM																													
SAT. 10.26A 3 CBS N 20 200 200																													
99 99																													
IN THE NEWS-10.56AM																													
20 197 197																													
SAT. 10.56A 3 CBS N 99 99																													
99 99																													
IN THE NEWS-11.26AM																													
SAT. 11.26A 3 CBS N 20 197 198																													
99 99																													
IN THE NEWS-11.56AM																													
SAT. 11.56A 3 CBS N 20 191 196																													
97 97																													
IN THE NEWS-12.26PM																													
SAT. 12.26P 3 CBS N 20 187 196																													
96 98																													
IN THE NEWS-12.56PM																													
SAT. 12.56P 3 CBS N 18 186 196																													
96 98																													
IN THE NEWS- 1.26PM																													
SAT. 1.26P 3 CBS N 15 168 171																													
89 89																													
IN THE NEWS- 1.56PM																													
SAT. 1.56P 3 CBS N 16 160 162																													
84 85																													
IN THE NEWS- 9.26AM																													
SUN. 9.26A 3 CBS N 19 68 67																													
59 59																													
IN THE NEWS- 9.56AM																													
SUN. 9.56A 3 CBS N 19 66 66																													
57 57																													
INT'L AMATEUR BOXING																													
1 SUN. 3.15P 60 ABC SE 2 175																													
94																													
3.30 - 4.00																													
ISSUES AND ANSWERS																													
SUN. 12.00N 30 ABC CC 20 163 158																													
96 93																													

1ST FEB. 1978 REPORT

PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																		
													WOMEN					MEN																									
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	FEM.	TOTAL	6-11															
WEEKEND DAYTIME CONT'D																																											
JABBERJAW																			18	86	85	A	2.7	12	197	1680	477^152v	477^349^	369^	95v	LT	108v	294^223^	233^126v	41v	41v	142v	51v	767	504^			
SUN. 10.30A 30 ABC CA																			61	58		B	2.7	13	197	1561	306 102	331 198	254 144	36 66			220 133	179 138	LT	31	219 82		791	510			
KROFFT SUPERSHOW '78 I																			19	185	185	A	7.7	27	561	1913	352 187^	396 297	323 147^	18v	52v	223 162^	185^128^	21v	38v	261 142^		1033	675				
SAT. 11.00A 30 ABC CL																			97	96		B	8.1	31	590	1805	272 83	300 180	225 141	20 60			198 110	144 108	29 45		271 136		1036	694			
KROFFT SUPERSHOW '78 II																			20	185	185	A	8.3	29	605	2140	321 119^	369 229	262 124^	11v	67^	249 187^	199 126^	37v	50v	318 214		1204	755				
SAT. 11.30A 30 ABC CL																			97	96		B	8.1	30	590	1908	311 80	338 189	248 158	19 73			239 137	172 122	38 58		294 157		1037	681			
LAND OF THE LOST																			1	182		A	6.1	23	445	1620	357^195^	357^295^	326^120v	LT	LT	301^184^	225^136v	49v	49v	193^	91v	769	421^				
2 SAT. 12.00N 30 NBC CL																			92			B	6.1	23	445	1620	357 195	357 295	326 120	LT	LT	301 184	225 136	49 49		193 91		769	421				
MEET THE PRESS																			18	163	186	A	3.8	15	277	1390	578 126^	683 152^	224^231^	105v361^			592 79v	166^220^	140^325^		68v	57v	47v	18v			
SUN. 12.30P 30 NBC CC																			91	97		B	3.3	15	241	1523	598 183	639 145	224 216	144 352			691 170	290 323	128 314		93 32		100	62			
NATIONAL KID'S QUIZ(S)																				194		A	6.7	23	488	2129	641 190^	688 328^	571 437^	76v117v			347^130^	188^190^	51v125^		153^	94v	941	410^			
1 SAT. 12.00N 60 NBC IA																			95			A	6.4	22	467	2092	706 204^	749 330^	629 518	86v120v			346^140^	222^215^	LT	97v	134^	74v	863	299^			
2.00 - 12.30																						A	7.0	23	510	2143	577 177^	628 323^	512 354^	66v116v			343^118v	152^167^	97v148^		163^110v		1009	510			
2.30 - 1.00																						A	10.1	28	736	1667	396 165^	468 185^	303^235^	77v155^			808 390	583 472	85^180^		163^	76v	228^	228^			
NBA ALL-STAR GAME(S)																			192			A	10.3	29	751	1695	429 190^	486 193^	323 265^	61v149^			830 430	603 478	69v193^		154^	67v	225^	225^			
2 SUN. 1.45P 135 CBS SE																			97			A	10.4	28	758	1670	439 165^	511 182^	307^239^	78v189^			829 413	618 491	80v174^		147^	56v	183^	183^			
2.00 - 2.30																						A	9.7	26	707	1642	395 156^	473 184^	296^224^	83v159^			794 359	578 476	102^171^		147^	71v	228^	228^			
2.30 - 3.00																																											
3.00 - 3.30																																											
3.30 - 4.00																						A	9.9	26	722	1601	320^115^	397 192^	270^198^	66v121^			604 340	536 402	116^164^		173^	52v	228^	228^			
NBA BASKETBALL GAME																			4	188		A	8.5	26	620	1574	385 140^	425 173^	285^247^	62v106^			768 391	521 423	107^187^		241^	81v	140^	33v			
1 SUN. 1.45P 138 CBS SE																			98			B	8.0	22	583	1591	393 144	417 182	272 205	65 130			810 360	549 479	92 191		239 59		125 49				
2.00 - 2.30																						A	8.7	28	634	1677	389 149^	466 197^	318^281^	61v108^			758 366^	535 407	118^200^		316^120^		137^	LT			
2.30 - 3.00																						A	8.2	25	598	1644	343^135^	404 189^	284^230^	41v 82v			790 408	528 439	112^191^		229^	68v	221^	39v			
3.00 - 3.30																						A	8.2	24	598	1589	421 136^	421 140^	309^272^	43v 82v			831 445	583 477	103^181^		201^	67v	136^	27v			
3.30 - 4.00																						A	8.7	25	634	1290	337^115^	337^114^	207^182^	61v113^			760 422	501 410	106^188^		170^	44v	23v	23v			
NCAA BASKETBALL GAME-SAT.																			5	185	190	A	6.1	16	445	1773	434 121^	482 177^	246^238^	81^170^			869 337	477 415	153^316		210^	29v	212^	148^			
SAT. 4.00P 120 NBC SE																			95	96		B	6.7	17	488	1685	457 146	484 130	256 234	91 194			814 292	440 404	138 300		192^	41	195	117			
4.00 - 4.30																						A	5.5	16	401	1716	422 125^	460 170^	247^257^	77^139^			879 395	517 416	137^297^		208^	26v	169^	114^			
4.30 - 5.00																						A	5.4	15	394	1792	407 140^	480 194^	258^249^	79^154^			908 371	505 433	163^330		175^	29v	229^	173^			
5.00 - 5.30																						A	6.1	16	445	1829	435 96^	485 172^	238^221^	81^181^			901 309	470 446	188^327		211^	22v	232^	166^			
5.30 - 6.00																						A	7.3	17	532	1765	465 120^	507 179^	254 233	87^200^			805 289	424 361	129^320		233	32v	220^	148^			
NCAA BASKETBALL GAME-SUN.																			5	182	183	A	8.9	21	649	1686	515 140^	556 202	264 215	133^254			825 383	530 474	99^216		154^	48^	151^	65^			
1 SUN. 4.00P 120 NBC SE																			95	95		B	7.4	18	539	1680	490 183	536 181	264 237	119 230			860 389	527 447	126 254		142 36		142 84				
2 SUN. 4.00P 154																																											
4.00 - 4.30																						A	7.0	18	510	1663	511 153^	554 230^	285 183^	143^256			825 360	531 481	104^219^		133^	45v	151^	58v			
4.30 - 5.00																						A	8.0	20	583	1684	512 142^	548 214	266 191^	138^251			844 391	552 505	108^204^		138^	44v	154^	58^			
5.00 - 5.30																						A	9.5	23	693	1636	519 130^	555 211	263 209	119^254			836 410	551 474	67^200		110^	30v	135^	45^			
5.30 - 6.00																						A	9.8	22	714	1748	537 126^	572 187	247 242	139^267			811 367	498 451	101^227		168 42^		197 71^				
6.00 - 6.30																						A	11.3	22	824	1680	488 147^	551 178^	272^235^	131^242^			808 381	537 467	123^224^		221^	76^	100^	100^			
PRO BOWLERS TOUR																			5	175	187	A	9.2	27	671	1711	525 148^	559 152^	306 311	87^195			751 196	376 348	104^301		193 42v		208 147^				
1 SAT. 3.30P 90 ABC SE																			95	97		B	8.9	25	649	1728	565 185	614 173	320 301	102 230			734 231	376 344	128 297		187 52		193 122				
2 SAT. 3.00P 90																																											
3.00 - 3.30																						A	6.4	21	467	1463	437^118v	514 139^	216^216^	137^238^			642 170^	273^290^	42v260^		88v	LT	219^	178^			
3.30 - 4.00																						A	8.6	26	627	1710	527 143^	530 131^	261 287	88^199			741 149^	330 330	118^327		214 35v		225 174^				
CONT'D																																											

[illegible]

1ST FEB. 1978 REPORT

1ST FEB. 1978 REPORT																																	
PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK # DAY		START TIME		DUR NET TYPE		PROG. TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
																				WOMEN					MEN					TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL G-11	
																				18-34 18-49 25-54 55-64 55+					18-34 18-49 25-54 55-64 55+								
WEEKEND DAYTIME CONT'D										A		6.3 17		459		2013		665 173^		689 230^ 387 316 127^274					871 318 460 359 175^370					242^125^		211^ 161	
SPORTSWORLD-CONT'D										A		6.2 16		452		1792		614 194^		649 218^ 385 296 111^244^					828 293 452 373 143^347					213^110^		102^ 84^	
3.00 - 3.30										A		10.4 29		758		1914		498 180		532 214 358 324 61^124^					736 329 532 437 82^143^					359 148^		287 187	
3.30 - 4.00										B		10.6 30		773		1889		543 223		595 272 415 350 66 136					729 351 532 452 73 147					269 103		296 192	
SUPERSTARS										A		9.0 26		656		1924		504 194		542 208 346 319 62^146^					683 288 490 400 69^129^					361 147^		338 213	
SUN. 2.00P 75 ABC SE										A		11.0 30		802		1954		494 174		527 209 359 334 61^115^					766 360 569 461 88^141^					378 155		283 181	
5 185 188										A		3.2 13		233		1163		99v 99v		150v 81v 81v 30v 69v 69v					167v LT 129v129v 38v 38v					159v 60v		687^ 334^	
1 SAT. 9.30A 30 NBC CA										B		3.8 16		277		1709		252 86		280 154 197 137 32 61					202 108 140 101 41 55					216 108		1011 529	
THINK PINK PANTHER										A		7.4 28		539		1430		75v 17v		119^ 86v 119^ 33v LT LT					132^ LT 62v 76v 56v 56v					127^ LT		1052 696	
2 SAT. 10.30A 30 NBC CA										B		7.4 28		539		1430		75 17		119 86 119 33 LT LT					132 LT 62 76 56 56					127 LT		1052 696	
THREE ROBONIC STOOGES										A		2.6 20		190		2347		421^105v		427^ 73v 136v161^ 106v228^					420^ 80v 216^190^ LT 171^					498^315^		1002 579^	
SAT. 8.00A 30 CBS CA										B		2.6 20		190		2347		421 105		427 73 136 161 106 228					420 80 216 190 LT 171					498 315		1002 579	
2 193 199										A		4.5 16		328		1771		445^ 98v		499^177v 286^232^ 55v213^					268^131v 131v 74v LT 137v					254^171v		750 421^	
THUNDER										B		4.3 17		313		1741		389 127		439 237 334 225 38 89					298 154 190 124 44 94					261 117		743 436	
1 SAT. 11.00A 30 NBC CL										A		5.3 20		386		1813		435^297^		512^309^ 372^285^ LT LT					345^187^ 254^152v 60v 91v					197^127v		759 395^	
THUNDER										B		5.3 20		386		1813		435 297		512 309 372 285 LT LT					345 187 254 152 60 91					197 127		759 395	
2 SAT. 12.30P 30 NBC CL										A		2.0 11		146		2014		206v 48v		206v158v 206v 48v LT LT					260^137v 206v143v LT 54v					211^ LT		1337 898	
WACKO										10 66 66																							
SUN. 9.30A 30 CBS CL										B		1.7 11		124		1780		333 171		373 275 316 235 LT LT					219 117 200 437 55 55					204^ 33v		877 587	
WHAT'S NEW, MISTER MAGOO										A		5.9 22		430		1802		316 28v		339 180^ 238^155^ 39v101^					382 149^ 240^290 39v 70v					204^ 33v		877 587	
SAT. 1.00P 30 CBS CA										B		6.3 22		459		1740		314 76		335 201 255 176 34 62					299 160 212 186 18 45					283 128		823 407	
7 168 171										A		6.3 22		459		1963		449^208^		449^137^ 241^291^ 39v133^					884 226^ 483^506^ 149^277^					348^144^		282^ 198^	
WORLD SERIES-AUTO RACING										B		7.0 22		510		1731		447 206		446 131 242 275 59 142					876 316 515 499 161 277					204 65		205 103	
1 SAT. 2.30P 60 ABC SE										A		5.5 19		401		2095		474^215^		474^155^ 256^260^ 39v155^					853 226^ 499^484^ 159^260^					444^212^		324^ 226^	
2.30 - 3.00										A		7.1 24		518		1834		429^201^		429^122^ 227^309^ 37v120^					899 222^ 466 519 137^288^					263^ 89v		243^ 176^	
3.00 - 3.30																																	
YOUR TURN: LTRS-CBS NEWS(S)										A		3.1 14		226		1748		580^142v		580^176v 231v 55v 145v349^					742^361^ 526^226v LT 216v					288^ 88v		138v 138v	
2 SUN. 10.30A 30 CBS N										140		84																					

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. MON. JAN. 23, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY ¼ HR. %																		
W E K 2	CBS TV																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY ¼ HR. %																		
W E K 2	NBC TV																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY ¼ HR. %																		
W E K 2	ABC TV																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY ¼ HR. %																		
W E K 2	CBS TV																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY ¼ HR. %																		
W E K 2	NBC TV																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY ¼ HR. %																		

U. S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

(1) FOR REMAINING RATINGS, SEE OP PAGES.
(2) FILL, CBS, (10:54-11:00PM)(SUS.).

EVE. MON. JAN. 30, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. JAN. 24, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					26,100 35.8		25,370 34.8		19,320 26.5		13,920 19.1		11,520 15.8				
	ABC TV							Happy Days	Laverne and Shirley	Three's Company		Soap	(OP)			Family		
	AVERAGE AUDIENCE (Households (000) & %)					23,690 32.5		23,620 32.4		18,080 24.8		12,470 17.1		9,480 13.0		13.3*		12.6*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					48 31.2		47 32.7		36 24.9		25 24.6		20 17.5		20* 16.8		20* 13.2
K 1	TOTAL AUDIENCE (Households (000) & %)					10,280 14.1				14,800 20.3		21,290 29.2						
	CBS TV							CBS Reports (8:00-9:00PM)	(OP)	M*A*S*H				Kraft-75th Anniversary Special (9:30-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					7,510 10.3		9.8*		13,560 18.6		15,820 21.7		21.4*		22.4*		21.3*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					15 10.2		15* 9.4		16* 11.4		33 21.5		31* 21.3		34* 22.9		34* 21.9
W E K 2	TOTAL AUDIENCE (Households (000) & %)					27,990 38.4												
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					19,030 26.1		22.5*		24.9*		25.2*		27.2*		28.5*		28.2*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					39 27.4		33* 25.6		36* 25.2		36* 25.2		39* 20.1		43* 18.2		45* 25.0
W E K 2	TOTAL AUDIENCE (Households (000) & %)					25,590 35.1		23,910 32.8		23,260 31.9		18,230 25.0		14,870 20.4		20.7*		20.2*
	ABC TV							Happy Days	Laverne and Shirley	Three's Company		Harvey Korman Show (9:30-10:00PM)	(OP)			Family		
	AVERAGE AUDIENCE (Households (000) & %)					25,590 35.1		23,910 32.8		23,260 31.9		18,230 25.0		14,870 20.4		20.7*		20.2*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					52 33.5		48 36.6		47 32.6		38 25.4		35 20.7		34* 20.7		36* 20.6
K 2	TOTAL AUDIENCE (Households (000) & %)					9,260 12.7		11,880 16.3		23,980 32.9								
	CBS TV							Celebrity Challenge of the Sexes	Shields and Yarnell	(OP)				CBS Tuesday Night Movies "CHINATOWN" (9:00-11:41PM)(R)(I)				
	AVERAGE AUDIENCE (Households (000) & %)					8,600 11.8		10,420 14.3		14,000 19.2		18.2*		20.0*		20.5*		19.4*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					17 11.9		21 11.7		33 14.0		27* 14.6		30* 18.0		34* 19.8		35* 19.0
W E K 2	TOTAL AUDIENCE (Households (000) & %)					13,190 18.1		17.6*		9,910 13.6		14.0*		15.1*		13.5*		11.9*
	NBC TV							Black Beauty-Pt. I (8:00-9:00PM)	(OP)									
	AVERAGE AUDIENCE (Households (000) & %)					13,190 18.1		17.6*		9,910 13.6		14.0*		15.1*		13.5*		11.9*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					27 17.8		26* 17.5		22 18.1		21* 14.2		23* 13.9		22* 15.6		21* 14.6

TV HOUSEHOLDS USING TV WK 1	59.9	62.1	63.3	64.6	66.5	68.1	69.0	69.6	69.1	69.6	69.3	68.9	67.0	65.8	64.6	62.1
(See Def. 11) WK 2	59.8	61.6	62.5	64.3	67.0	68.4	68.3	68.4	67.2	68.0	66.5	65.2	61.5	59.2	57.3	54.8

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. JAN. 25, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		22,090 30.3				25,370 34.8				21,800 29.9									
	ABC TV		← Eight Is Enough → Charlie's Angels (OP) Starsky & Hutch →																	
	AVERAGE AUDIENCE (Households (000) & %)		18,230 25.0				22,020 30.2				18,300 25.1				24.2*					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		38 22.6				41 27.3				47 31.6				43 *					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		13,560 18.6				8,970 12.3				17,350 23.8									
	CBS TV		Good Times Szyszyk (OP) CBS Wednesday Night Movie "THE TRAIN ROBBERS" (9:00-10:53PM)(R) (1)																	
	AVERAGE AUDIENCE (Households (000) & %)		12,100 16.6				8,020 11.0				11,150 15.3				14.2*					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		25 16.4				17 11.1				24 15.9				25 *					
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		16,260 22.3				15,450 21.2				14,070 19.3									
	NBC TV		← Life and Times of Grizzly Adams (OP) Peeping Times (9:00-10:00PM) Police Woman →																	
	AVERAGE AUDIENCE (Households (000) & %)		13,410 18.4				12,030 16.5				11,300 15.5				15.1*					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		28 17.2				29 19.3				26 16.7				27 *					
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		20,270 27.8				21,580 29.6				18,660 25.6									
	ABC TV		← Eight Is Enough → Carter Fireside Chat (9:00-9:35PM)(SUS.) Charlie's Angels (9:25-10:25PM)(2) Starsky & Hutch (10:25-11:25PM)(2)																	
	AVERAGE AUDIENCE (Households (000) & %)		16,840 23.1				18,080 24.8				15,020 20.6				20.5*					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		34 20.8				35 24.3				37 25.1				36 *					
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		19,170 26.3				23,260 31.9													
	CBS TV		← Leapin' Lizards It's Liberace (8:00-9:00PM) (OP) G. E. Theatre "SEE HOW SHE RUNS" (9:00-10:51PM) (3)																	
	AVERAGE AUDIENCE (Households (000) & %)		15,160 20.8				17,420 23.9				23.8*				24.3*					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		30 20.2				31 21.4				36 23.8				42 *					
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		15,820 21.7				12,320 16.9				10,130 13.9									
	NBC TV		← Black Beauty-Pt. II (8:00-9:00PM) (OP) Carter Fireside Chat (9:00-9:26PM)(SUS.) Laugh-In (9:26-10:26PM)(2) Police Woman (10:26-11:26PM)(2)																	
	AVERAGE AUDIENCE (Households (000) & %)		12,980 17.8				9,260 12.7				7,290 10.0				9.6*					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		26 17.6				20 13.4				18 12.8				17 *					
TV HOUSEHOLDS USING TV		WK 1	59.5	61.7	63.0	63.9	65.0	66.1	66.2	66.7	65.8	66.2	66.6	66.5	63.0	61.2	58.1	55.3		
(See Def. 1)		WK 2	61.7	63.0	64.3	65.3	66.8	68.4	68.7	69.1	66.6	65.9	65.7	65.3	63.2	61.1	58.4	55.8		

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

(1) FILL, CBS, (10:53-11:00PM)(SUS.).
(2) FOR REMAINING RATINGS, SEE OP PAGES.

(3) MOVIE FILL, CBS, (10:51-11:00PM)(SUS.).

EVE. WED. FEB. 1, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. JAN. 26, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W	TOTAL AUDIENCE (Households (000) & %)					18,010 24.7			17,130 23.5			19,460 26.7			16,040 22.0			10,060 13.8
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
E	TOTAL AUDIENCE (Households (000) & %)					19,610 26.9												
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
K	TOTAL AUDIENCE (Households (000) & %)					16,690 22.9	22.3*			18,520 25.4	22.5*			24,6*			26.5*	28.2*
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
1	TOTAL AUDIENCE (Households (000) & %)					15,750 21.6					12,900 17.7			16,260 22.3				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W	TOTAL AUDIENCE (Households (000) & %)					17,570 24.1					19,900 27.3			18,230 25.0				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
E	TOTAL AUDIENCE (Households (000) & %)					14,580 20.0	19.3*			15,890 21.8	20.6*			14,730 20.2			19.8*	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
2	TOTAL AUDIENCE (Households (000) & %)					14,070 19.3					10,940 15.0			12,030 16.5				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
TV HOUSEHOLDS USING TV WK 1		61.5	61.2	63.9	66.6	67.7	68.7	68.9	70.2	69.0	68.9	67.9	67.7	64.1	62.9	60.8	58.5	
(See Def. 1)		59.4	61.0	60.8	62.1	63.6	64.6	64.7	65.3	64.2	64.5	63.3	62.3	60.4	58.5	57.2	55.5	
WK 2		61.5	61.2	63.9	66.6	67.7	68.7	68.9	70.2	69.0	68.9	67.9	67.7	64.1	62.9	60.8	58.5	
		59.4	61.0	60.8	62.1	63.6	64.6	64.7	65.3	64.2	64.5	63.3	62.3	60.4	58.5	57.2	55.5	

U.S. TV Households: 72,900,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. THU. FEB. 2, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. JAN. 27, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						20,120 27.6						24,130 33.1						
	ABC TV								Donny and Marie	(OP)									
	AVERAGE AUDIENCE (Households (000) & %)						15,750 21.6	20.3*		22.8*	17,930 24.6	23.8*		23.5*			25.7*		25.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						34 19.6	33 *	22.7	36 *	40 23.9	37 *		37 *			43 *		44 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,160 20.8				11,960 16.4								
	CBS TV								Wonder Woman	(OP)		World Beyond (9:00-10:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)						11,960 16.4	15.4*		17.4*	8,890 12.2	12.4*		12.0*					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 14.8	25 *	17.5	27 *	19 13.0	20 *		19 *					
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						13,710 18.8		11,520 15.8		19,250 26.4					20,780 28.5			
	NBC TV								C.P.O. Sharkey	Chico and The Man (OP)		Rockford Files					Quincy, M.E.		
	AVERAGE AUDIENCE (Households (000) & %)						12,250 16.8		10,570 14.5		16,180 22.2	21.6*		22.7*	18,300 25.1		25.1*		25.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 16.8		23 14.2		35 20.6	34 *		36 *	42 25.1		42 *		44 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,430 21.2				13,560 18.6	18.2*		18.6*			19.0*		18.4*
	ABC TV								Donny and Marie	(OP)									
	AVERAGE AUDIENCE (Households (000) & %)						14,430 19.8	19.0*		20.7*	13,560 18.6	18.2*		18.6*			19.0*		18.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						32 18.4	31 *	20.7	33 *	30 18.2	29 *		29 *			30 *		31 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,450 21.2				18,150 24.9								
	CBS TV								Wonder Woman	(OP)									
	AVERAGE AUDIENCE (Households (000) & %)						12,320 16.9	16.3*		17.5*	13,410 18.4	17.5*		17.8*			19.3*		19.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 16.0	27 *	17.3	28 *	30 17.5	28 *		28 *			31 *		32 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,060 23.4				17,350 23.8					16,480 22.6			
	NBC TV								Black Beauty-Pt. IV (8:00-9:00PM)	(OP)		Rockford Files					Quincy, M.E.		
	AVERAGE AUDIENCE (Households (000) & %)						14,140 19.4	19.0*		19.8*	14,800 20.3	20.0*		20.5*	14,140 19.4		19.2*		19.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						31 18.5	31 *	19.8	31 *	32 19.8	32 *		32 *	32 19.0		31 *		33 *
TV HOUSEHOLDS USING TV WK 1		57.3	58.4	59.1	60.5	61.7	62.9	63.5	64.1	63.7	63.4	63.2	63.5	61.3	59.3	58.5	57.2		
(See Def. 1) WK 2		53.1	54.9	55.7	58.0	59.8	61.7	62.8	63.5	62.0	62.6	63.1	63.3	62.4	62.1	60.9	59.4		

U.S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. FRI. FEB. 3, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. JAN. 28, 1978

TIME																			EVE. SAT. JAN. 28, 1978																
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00																	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					14,730 20.2		14,940 20.5		23,840 32.7					22,310 30.6																				
	ABC TV					What's Happening		Operation Petticoat		Love Boat			(OP)		Fantasy Island																				
	AVERAGE AUDIENCE (Households (000) & %)					13,190 18.1		13,920 19.1		19,760 27.1		25.2*		29.1*		19,030 26.1		26.3*																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					30 17.6		31 18.6		44 24.1		41* 26.3		47* 28.7		45 29.4		45* 26.2																	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					14,220 19.5		12,680 17.4		14,650 20.1		12,980 17.8		14,000 19.2																					
	CBS TV					Bob Newhart Show		Tony Randall Show (OP)		The Jeffersons		Maude		Kojak																					
	AVERAGE AUDIENCE (Households (000) & %)					12,680 17.4		11,520 15.8		13,410 18.4		11,810 16.2		11,810 16.2			16.5*																		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					29 17.7		26 17.2		30 17.7		26 19.1		26 16.4		28 16.0			28* 16.5																
W E K 3	TOTAL AUDIENCE (Households (000) & %)					17,860 24.5				14,940 20.5																									
	NBC TV					Blonic Woman		(OP)		NBC Saturday Night at the Movies			"DOC SAVAGE" (9:00-11:00PM)																						
	AVERAGE AUDIENCE (Households (000) & %)					13,560 18.6		17.3*		20.0*		8,240 11.3		11.7*		10.6*			11.3*																
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					30 16.8		29* 16.2		32* 18.2		19 22,020 30.2		19 22,020 30.2		17 19,320 26.5			19 19,320 26.5																
W E K 4	TOTAL AUDIENCE (Households (000) & %)					10,720 14.7		12,390 17.0		18,520 25.4		24.2*		26.6*		16,620 22.8			23.2*																
	ABC TV					What's Happening		Operation Petticoat		Love Boat			(OP)		Fantasy Island																				
	AVERAGE AUDIENCE (Households (000) & %)					14.7 25		17.0 28		25.4 43		24.2* 41*		26.6* 46*		22.8 43			23.2* 43*																
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					14.6 14.6		14.7 14.7		16.1 16.1		17.9 23.8		26.5 24.6		26.7 26.5		23.6 22.9			22.8 21.9														
W E K 5	TOTAL AUDIENCE (Households (000) & %)					13,190 18.1		10,790 14.8		12,900 17.7		10,570 14.5		12,610 17.3																					
	CBS TV					Bob Newhart Show		Tony Randall Show (OP)		The Jeffersons		Maude		Kojak																					
	AVERAGE AUDIENCE (Households (000) & %)					11,660 16.0		9,700 13.3		11,590 15.9		9,550 13.1		10,060 13.8			13.8*																		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					28 15.8		22 16.2		27 13.1		23 15.6		23 16.3		26 13.1			25* 13.0																
W E K 6	TOTAL AUDIENCE (Households (000) & %)					17,710 24.3				14,000 19.2																									
	NBC TV					Black Beauty-Pl. V (8:00-9:00PM)		(OP)		NBC Saturday Night at the Movies			"RING OF PASSION" (9:00-11:00PM)																						
	AVERAGE AUDIENCE (Households (000) & %)					14,870 20.4		20.0*		20.8*		12.6		12.6*		12.7*			12.3*																
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					35 19.6		35* 20.3		35* 21.3		22 20.2		21* 13.1		22* 12.1			23* 12.7																
TV HOUSEHOLDS USING TV WK 1																			55.2	56.4	57.9	59.3	59.9	60.7	61.6	62.1	61.7	62.7	62.4	62.0	59.7	58.4	57.8	56.4	
TV HOUSEHOLDS USING TV WK 2																			52.5	53.5	54.8	57.0	57.2	58.5	59.3	60.1	59.3	59.4	58.2	58.0	54.9	53.4	53.4	52.3	

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. JAN. 29, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)		14,360 19.7				16,480 22.6				19,900 27.3								
ABC TV		Hardy Boys/Nancy Drew Mysteries "HARDY BOYS" (OP) Six Million Dollar Man (OP) ABC Sunday Night Movie "NIGHT CRIES" (9:00-11:00PM)																
AVERAGE AUDIENCE (Households (000) & %)		11,590 15.9	15.3*			13,560 18.6	17.4*			15,160 20.8	19.8*			20.5*		21.6*		21.3*
SHARE OF AUDIENCE %		25	25 *			26 *	28			30 *	32			30 *		34 *		35 *
AVG. AUD. BY ¼ HR. %		15.0	15.6	16.5	16.7	17.0	17.8	19.5	20.2	19.9	19.8	20.5	20.6	21.7	21.4	21.8		20.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		20,410 28.0			17,640 24.2		16,480 22.6		19,390 26.6		19,320 26.5		15,970 21.9				
	CBS TV		60 Minutes Rhoda On Our Own (OP) All in The Family (R) Alice Carol Burnett Show															
	AVERAGE AUDIENCE (Households (000) & %)		17,350 23.8	23.0*		16,330 22.4		15,160 20.8		17,710 24.3		17,710 24.3		12,680 17.4		18.0*		16.8*
	SHARE OF AUDIENCE %		38	37 *		38 *		31		36		36		28		28 *		28 *
AVG. AUD. BY ¼ HR. %		22.2	23.7	24.8	24.5	22.2	22.5	21.0	20.6	23.5	25.1	24.4	24.2	18.1	18.0	17.2		16.4
1	TOTAL AUDIENCE (Households (000) & %)		22,820 31.3							22,890 31.4								
	NBC TV		Wonderful World of Disney "THE SHAGGY DOG" (OP) Big Event "35TH ANNUAL GOLDEN GLOBE AWARDS" (9:00-11:05PM)															
	AVERAGE AUDIENCE (Households (000) & %)		16,550 22.7	29.0*		22.1*		24.6*		24.0*	14,070 19.3	18.1*		19.5*		20.4*		19.5*
	SHARE OF AUDIENCE %		35	32 *		34 *		38 *		36 *	30	27 *		29 *		32 *		32 *
AVG. AUD. BY ¼ HR. %		19.5	20.7	21.2	21.9	22.9	23.2	23.8	24.0	23.6	27.7	27.7	27.7	27.7	27.7	27.7	27.7	27.7
W E E K 2	ABC TV		ABC's Silver Anniversary Celebration (7:00-11:00PM)															
	AVERAGE AUDIENCE (Households (000) & %)		19,830 27.2	24.3*		26.2*		29.4*		31.6*		27.5*		27.0*		26.8*		24.7*
	SHARE OF AUDIENCE %		40	38 *		39 *		43 *		45 *		39 *		38 *		40 *		39 *
	AVG. AUD. BY ¼ HR. %		23.2	25.4	25.6	26.9	29.0	29.8	31.8	31.4	28.2	26.8	27.2	26.9	27.3	26.4	25.6	23.7
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		20,050 27.5			12,760 17.5		11,370 15.6		15,530 21.3		16,040 22.0		14,220 19.5				
	CBS TV		60 Minutes Rhoda On Our Own (OP) All in The Family Alice Carol Burnett Show															
	AVERAGE AUDIENCE (Households (000) & %)		16,040 22.0	21.7*		22.3*		11,740 16.1		10,210 14.0		14,140 19.4		14,800 20.3		10,720 14.7		15.7*
	SHARE OF AUDIENCE %		34	34 *		33 *		24		20		28		29		23		23 *
AVG. AUD. BY ¼ HR. %		21.5	21.9	22.8	21.8	16.1	16.0	13.7	14.4	19.0	19.8	19.9	20.7	15.9	15.4	14.2	13.5	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		19,030 26.1							22,230 30.5								
	NBC TV		Wonderful World of Disney "THE MILLION DOLLAR DIXIE DELIVERANCE" (OP) Big Event "MIDWAY" Pt. 1 (9:00-11:00PM)															
	AVERAGE AUDIENCE (Households (000) & %)		12,540 17.2	13.5*		15.8*		19.3*		20.1*	17,060 23.4	22.1*		23.3*		24.5*		23.8*
	SHARE OF AUDIENCE %		26	21 *		24 *		28 *		29 *	34	31 *		33 *		36 *		38 *
AVG. AUD. BY ¼ HR. %		12.9	14.2	15.2	16.4	19.0	19.5	20.0	20.2	21.4	22.8	23.4	23.1	24.2	24.7	24.4	23.3	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		61.2	62.5	63.5	65.1	64.7	65.6	66.8	67.3	66.9	68.2	68.5	67.6	64.8	63.4	61.5	59.2	
WK 2		62.7	65.0	66.7	67.5	67.8	68.8	69.2	69.9	70.4	70.7	71.1	71.0	68.0	66.8	64.7	61.3	

U. S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	4,960 6.8																	
	ABC TV	ABC Weekend News— Sunday																	
	AVERAGE AUDIENCE (Households (000) & %)	4,740 6.5																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	13 6.5																	
1	TOTAL AUDIENCE (Households (000) & %)	6,340 8.7						7,070 9.7											
	CBS TV	CBS Sunday News— Bradley																	
	AVERAGE AUDIENCE (Households (000) & %)	5,900 8.1						4,740 6.5											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	16 8.1						25 7.5											
2	TOTAL AUDIENCE (Households (000) & %)	4,160 5.7						9,990 13.7									2,840 3.9		
	NBC TV	(2)																	
	AVERAGE AUDIENCE (Households (000) & %)	2,700 3.7						5,690 7.8									2,040 2.8		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	14 6.3						28 7.8									20 2.8		
W E K 2	TOTAL AUDIENCE (Households (000) & %)	4,740 6.5						6,420 8.8											
	ABC TV	ABC Weekend News— Sunday																	
	AVERAGE AUDIENCE (Households (000) & %)	4,590 6.3						4,010 5.5											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	13 6.3						25 8.4											
2	TOTAL AUDIENCE (Households (000) & %)	2,040 2.8						9,620 13.2									2,700 3.7		
	NBC TV	(6)																	
	AVERAGE AUDIENCE (Households (000) & %)	1,310 1.8						5,760 7.9									1,970 2.7		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	9 2.1						30 10.7									23 3.2		
TV HOUSEHOLDS USING TV WK 1		51.6	43.0	33.3	29.4	26.1	23.5	20.9	35.4	31.3	27.6	24.8	21.6	19.7	17.4	15.0	13.1		
(See Def. 1) WK 2		52.0	44.8	33.8	29.0	25.5	22.4	19.5	35.3	31.3	27.9	24.7	21.2	18.6	15.7	13.7	12.0		

U. S. TV Households: 72,900,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 23-27, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 2,700 3.7 3,570 4.9 AVERAGE AUDIENCE (Households (000) & %) { 2,040 2.8 3,060 4.2 SHARE OF AUDIENCE % 20 22 AVG. AUD. BY 1/4 HR. % 2.7 2.9 4.1 4.3 (Co-op) (Participating) (Co-op) (Participating)																
	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 3,280 4.5 4,670 6.4 4,230 5.8 5,830 8.0 AVERAGE AUDIENCE (Households (000) & %) { 2,040 2.8 2,990 4.1 3,570 4.9 5,030 6.9 SHARE OF AUDIENCE % 21 21* 22 21* 23 23* AVG. AUD. BY 1/4 HR. % 2.7 2.9 2.9 3.3 3.8 4.5 4.6 5.2 6.5 7.3 (Co-op) (Participating) (Participating) (Participating)																
	NBC TV	TOTAL AUDIENCE (Households (000) & %) { 4,520 6.2 4,670 6.4 5,030 6.9 5,320 7.3 AVERAGE AUDIENCE (Households (000) & %) { 3,570 4.9 3,860 5.3 4,300 5.9 4,740 6.5 SHARE OF AUDIENCE % 30 31 31 28 AVG. AUD. BY 1/4 HR. % 4.8 5.0 5.2 5.3 5.6 6.3 6.3 6.5 (Co-op) (Participating) (Co-op) (Participating)																
	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 2,770 3.8 3,570 4.9 AVERAGE AUDIENCE (Households (000) & %) { 2,110 2.9 2,770 3.8 SHARE OF AUDIENCE % 20 20 AVG. AUD. BY 1/4 HR. % 2.8 2.9 3.8 3.9 (Co-op) (Participating) (Co-op) (Participating)																
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 2,480 3.4 4,450 6.1 4,160 5.7 5,900 8.1 AVERAGE AUDIENCE (Households (000) & %) { 1,820 2.5 2,700 3.7 3,570 4.9 5,100 7.0 SHARE OF AUDIENCE % 17 20 20* 21* AVG. AUD. BY 1/4 HR. % 2.4 2.7 3.2 3.7 3.9 4.2 4.6 5.2 6.7 7.4 (Co-op) (Participating) (Participating) (Participating)																
	NBC TV	TOTAL AUDIENCE (Households (000) & %) { 4,520 6.2 4,520 6.2 4,810 6.6 5,180 7.1 AVERAGE AUDIENCE (Households (000) & %) { 3,650 5.0 3,650 5.0 4,160 5.7 4,450 6.1 SHARE OF AUDIENCE % 30 29 27 27 AVG. AUD. BY 1/4 HR. % 4.9 5.0 5.0 5.1 5.5 5.9 6.0 6.2 (Co-op) (Participating) (Co-op) (Participating)																
	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 2,770 3.8 3,570 4.9 AVERAGE AUDIENCE (Households (000) & %) { 2,110 2.9 2,770 3.8 SHARE OF AUDIENCE % 20 20 AVG. AUD. BY 1/4 HR. % 2.8 2.9 3.8 3.9 (Co-op) (Participating) (Co-op) (Participating)																
	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 2,480 3.4 4,450 6.1 4,160 5.7 5,900 8.1 AVERAGE AUDIENCE (Households (000) & %) { 1,820 2.5 2,700 3.7 3,570 4.9 5,100 7.0 SHARE OF AUDIENCE % 17 20 20* 21* AVG. AUD. BY 1/4 HR. % 2.4 2.7 3.2 3.7 3.9 4.2 4.6 5.2 6.7 7.4 (Co-op) (Participating) (Participating) (Participating)																
TV HOUSEHOLDS USING TV WK 1		6.3	8.5	10.5	12.0	13.9	16.0	16.7	17.4	18.3	19.9	21.0	21.7	21.2	21.2	22.4	22.8	23.7
(See Def. 1)		6.6	9.0	11.0	12.4	14.3	16.3	16.7	17.4	18.3	19.6	20.0	21.2	21.2	20.7	21.7	21.9	22.8
WK 2		6.3	8.5	10.5	12.0	13.9	16.0	16.7	17.4	18.3	19.9	21.0	21.7	21.2	21.2	22.4	22.8	23.7

U. S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

(1) "NBC NEWS UPDATE-10:59AM", NBC, (10:59-10:59AM)(SUS).
(2) "MAGAZINE", CBS, THU, (10:00-11:00AM), FOR RATINGS, SEE OP PAGES(5).

DAY MON.-FRI. JAN. 30-FEB. 3, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 23-27, 1978

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)	6,203 8.5		8,380 11.5		5,320 7.3		6,780 9.3		9,330 12.8				8,160 11.2				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E K 2	TOTAL AUDIENCE (Households (000) & %)	5,400 7.6		4,960 6.8		3,500 4.8		4,230 5.8		3,500 4.8		7,360 10.1				6,050 8.3		
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E K 3	TOTAL AUDIENCE (Households (000) & %)	5,980 8.2		8,310 11.4		5,470 7.5		6,630 9.1		8,970 12.3				8,020 11.0				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E K 4	TOTAL AUDIENCE (Households (000) & %)	5,830 8.0		5,760 7.9		7,000 9.6		6,710 9.2				8,460 11.6				8,460 11.6		
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E K 5	TOTAL AUDIENCE (Households (000) & %)	5,100 7.0		4,080 5.6		2,990 4.1		4,300 5.9		3,500 4.8		6,930 9.5				5,900 8.1		
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E K 6	TOTAL AUDIENCE (Households (000) & %)	24.7 23.4	25.8 24.5	25.9 24.8	27.3 26.0	28.8 27.4	29.4 28.0	28.6 27.5	29.4 28.2	29.7 29.3	30.5 29.7	30.2 29.3	30.7 29.3	30.9 29.8	31.2 30.2	31.2 29.5	32.0 30.4	
	TV HOUSEHOLDS USING TV WK 1																	
	U.S. TV Households: 72,900,000																	
	FOR FOOTNOTES, SEE LAST PAGE.																	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 23-27, 1978

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	7,360 10.1				4,880 6.7										10,570 14.5		
	ABC TV	General Hospital				Edge of Night		Special (1)				(2)		(3)		(2)		ABC Evening News Reasoner/Walters TJ-F (4)
	AVERAGE AUDIENCE (Households (000) & %)	5,760 7.9		8.2*		7.7*		4,230 5.8								9,330 12.8		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	23 8.2		25 8.1		22 7.7		17 5.8		5.9						22 12.8		12.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			8,240 11.3		5,980 8.2										14,360 19.7		
	CBS TV	Guiding Light		All In The Family		Match Game 78												CBS Evening News with Walter Cronkite
	AVERAGE AUDIENCE (Households (000) & %)			7,070 9.7		5,180 7.1										12,470 17.1		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	8.3		9.4		9.2		10.2		6.9		7.3				17.0		17.4
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	8,750 12.0														13,710 18.8		
	NBC TV	Another World (5)																NBC Nightly News
	AVERAGE AUDIENCE (Households (000) & %)	7,360 10.1		9.6*		10.7*										11,960 16.4		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	30 9.1		29 10.0		31 10.8		10.6								16.0		16.7
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	7,580 10.4				4,520 6.2										10,350 14.2		
	ABC TV	General Hospital (6)(7)(8)				Edge of Night TU-F (8)												ABC Evening News Reasoner/Walters
	AVERAGE AUDIENCE (Households (000) & %)	5,830 8.0		7.8*		8.1*		4,080 5.6								9,040 12.4		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	24 7.7		25 7.9		24 8.0		16 5.8		5.3						22 12.3		12.5
W E E K 5	TOTAL AUDIENCE (Households (000) & %)			8,090 11.1		5,390 7.4										13,560 18.6		
	CBS TV	Guiding Light (9)(10)		All In The Family TU-F (10)		Match Game 78 TU-F (11)												CBS Evening News with Walter Cronkite
	AVERAGE AUDIENCE (Households (000) & %)			6,930 9.5		4,810 6.6										12,170 16.7		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	8.3		8.3		9.0		10.0		6.3		6.7				30 16.7		16.7
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	9,840 13.5														12,830 17.6		
	NBC TV	Another World (5)(12)																NBC Nightly News
	AVERAGE AUDIENCE (Households (000) & %)	7,360 10.1		9.6*		10.5*										11,150 15.3		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	31 9.2		30 10.0		31 10.5										27 15.0		15.6
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		32.6	33.9	34.8	35.8	35.0	37.1	38.2	40.2	41.7	43.9	45.9	49.2	53.9	56.0	57.2	58.9	
WK 2		31.5	33.0	34.3	35.3	35.1	36.6	37.3	38.7	40.3	42.5	44.7	47.8	51.6	54.0	55.2	57.0	

U. S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JAN. 28, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					3,790 5.2		5,180 7.1		7,070 9.7		7,950 10.9		9,330 12.8		9,770 13.4		
	ABC TV							All New Super-Friends I	All New Super-Friends II (OP)	Scooby's All-Star Laff-A-Lympics I	Scooby's All-Star Laff-A-Lympics II	Scooby's All-Star Laff-A-Lympics III (OP)	Scooby's All-Star Laff-A-Lympics IV (OP)					
	AVERAGE AUDIENCE (Households (000) & %)					2,920 4.0		4,590 6.3		6,120 8.4		7,070 9.7		7,800 10.7		8,090 11.1		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					3.6 3.4		4.0 4.6		3.9 5.9		3.8 6.7		3.9 9.3		3.9 10.5		10.7
E K 2	TOTAL AUDIENCE (Households (000) & %)					2,480 3.4		2,620 3.6		6,050 8.3		9,040 12.4		10,210 14.0		9,040 12.4		
	CBS TV							Three Robonic Stooges (OP)	Speed Buggy (OP)	Bugs Bunny/Road Runner I	Bugs Bunny/Road Runner 2 (OP)	Bugs Bunny/Road Runner 3 (OP)	Batman/Tarzan Adventure I (OP)					
	AVERAGE AUDIENCE (Households (000) & %)					1,750 2.4		2,040 2.8		4,960 6.8		7,440 10.2		8,460 11.6		8,020 11.0		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					2.0 2.3		1.6 2.5		3.0 6.1		4.0 7.6		4.2 9.5		3.8 11.0		11.2
W E K 2	TOTAL AUDIENCE (Households (000) & %)					2,410 3.3		4,010 5.5		3,500 4.8		3,350 4.6		2,920 4.0		2,550 3.5		
	NBC TV							C.B. Bears I	C.B. Bears II	Space Sentinels	Superwitch	Bang Shang Lalapalooza	I am the Greatest					
	AVERAGE AUDIENCE (Households (000) & %)					1,820 2.5		3,060 4.2		2,840 3.9		2,330 3.2		2,620 3.6		2,260 3.1		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					2.3 2.1		2.6 2.9		1.8 3.8		1.3 3.3		1.3 3.4		1.1 3.0		3.2
W E K 2	TOTAL AUDIENCE (Households (000) & %)					4,160 5.7		5,690 7.8		5,760 7.9		6,420 8.8		7,290 10.0		7,000 9.6		
	ABC TV							All New Super-Friends I	All New Super-Friends II (OP)	Scooby's All-Star Laff-A-Lympics I	Scooby's All-Star Laff-A-Lympics II	Scooby's All-Star Laff-A-Lympics III (OP)	Scooby's All-Star Laff-A-Lympics IV (OP)					
	AVERAGE AUDIENCE (Households (000) & %)					3,280 4.5		4,740 6.5		4,880 6.7		5,390 7.4		5,760 7.9		5,690 7.8		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					3.6 4.1		3.8 4.8		3.2 6.4		3.1 6.6		3.1 8.1		2.9 7.7		8.3
W E K 2	TOTAL AUDIENCE (Households (000) & %)					2,550 3.5		3,860 5.3		5,610 7.7		6,560 9.0		7,870 10.8		7,290 10.0		
	CBS TV							Three Robonic Stooges (OP)	Speed Buggy (OP)	Bugs Bunny/Road Runner I	Bugs Bunny/Road Runner 2 (OP)	Bugs Bunny/Road Runner 3 (OP)	Batman/Tarzan Adventure I (OP)					
	AVERAGE AUDIENCE (Households (000) & %)					1,970 2.7		2,920 4.0		4,590 6.3		5,690 7.8		6,490 8.9		6,120 8.4		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					2.0 2.4		2.2 3.0		2.8 5.6		3.2 6.9		3.5 8.2		3.1 8.2		8.6
W E K 2	TOTAL AUDIENCE (Households (000) & %)					3,350 4.6		4,080 5.6		5,030 6.9		4,810 6.6		5,390 7.4		6,780 9.3		
	NBC TV							I am the Greatest (SUS.)	Hong Kong Phooey	Go Go Globetrotters I	Go Go Globetrotters II	Go Go Globetrotters III	Go Go Globetrotters IV (I)	Think Pink Panther				
	AVERAGE AUDIENCE (Households (000) & %)					2,480 3.4		3,280 4.5		4,230 5.8		4,230 5.8		4,300 5.9		5,390 7.4		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					2.7 2.8		2.6 4.0		2.7 4.3		2.5 6.1		2.3 5.7		2.8 6.9		8.0
TV HOUSEHOLDS USING TV		WK 1	4.0	5.2	6.2	7.9	10.6	13.2	15.7	18.4	21.4	23.4	24.7	26.6	27.0	28.2	29.0	29.0
(See Def. 1)		WK 2	4.8	6.1	7.1	8.9	12.1	14.7	17.4	19.6	21.5	23.3	23.6	24.6	24.7	25.7	26.8	27.6

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SAT. FEB. 4, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JAN. 28, 1978

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
TOTAL AUDIENCE (Households (000) & %)		7,440 10.2		7,510 10.3		7,870 10.8				5,980 8.2							7,290 10.0	
ABC TV		Krofft Supershow '78-I		Krofft Supershow '78-II		ABC Weekend Specials "THE AMAZING COSMIC AWARENESS OF DUFFY MOON"				American Bandstand '78		World Series of Auto Racing						
AVERAGE AUDIENCE (Households (000) & %)		6,420 8.8		6,560 9.0		5,470 7.5		6.8*		8.1*		5,180 7.1					4,590 6.3	5.5*
SHARE OF AUDIENCE %		31		31		26		24 *		27 *		24					22	19 *
AVG. AUD. BY ¼ HR. %		8.9	8.7	9.4	8.6	6.5	7.1	8.1	8.1	6.9	7.3						5.2	5.8
CBS TV		Batman/Tarzan Adventure II (OP)		Secrets of Isis (OP)		Fat Albert and the Cosby Kids (OP)		Space Academy (OP)		What's New, Mister Magoo? (OP)		Razzmatazz (1:30-2:00PM) (OP)						
AVERAGE AUDIENCE (Households (000) & %)		9,160 11.2		6,270 8.6		6,560 9.0		5,470 7.5		4,740 6.5		3,570 4.9						
SHARE OF AUDIENCE %		38		29		31		26		23		18						
AVG. AUD. BY ¼ HR. %		11.3	11.1	8.4	8.9	9.0	9.0	7.6	7.4	6.6	6.4	5.2	4.7					
NBC TV		Thunder		Search and Rescue		National Kid's Quiz (12:00-1:00PM)												
AVERAGE AUDIENCE (Households (000) & %)		3,290 4.5		4,370 6.0		4,880 6.7		6.4*		7.0*								
SHARE OF AUDIENCE %		16		21		23		22 *		23 *								
AVG. AUD. BY ¼ HR. %		4.3	4.6	5.6	6.4	6.4	6.5	7.2	6.7									
ABC TV		Krofft Supershow '78-I		Krofft Supershow '78-II		ABC Weekend Specials "SOUP AND ME"		American Bandstand '78										
AVERAGE AUDIENCE (Households (000) & %)		4,810 6.6		5,540 7.6		4,740 6.5		4,740 6.5		6.3*		6.7*						
SHARE OF AUDIENCE %		24		27		24		25		24 *		25 *						
AVG. AUD. BY ¼ HR. %		6.7	6.5	7.8	7.4	6.3	6.7	6.2	6.4	6.7	6.7							
CBS TV		Batman/Tarzan Adventure II (OP)		Secrets of Isis (OP)		Fat Albert and the Cosby Kids (OP)		Space Academy (OP)		What's New, Mister Magoo? (OP)		CBS Saturday Film Festival (OP) "THAT'S MY NAME—DON'T WEAR IT OUT!"						
AVERAGE AUDIENCE (Households (000) & %)		7,730 10.6		6,490 8.9		5,390 7.4		5,100 7.0		3,860 5.3		3,860 5.3						
SHARE OF AUDIENCE %		38		32		27		27		20		20						
AVG. AUD. BY ¼ HR. %		10.1	11.0	8.9	8.8	7.5	7.2	7.1	7.0	5.2	5.4	5.3	5.3					
NBC TV		Baggy Pants & the Nitwits		Space Sentinels (1)		Land of the Lost		Thunder (2)										
AVERAGE AUDIENCE (Households (000) & %)		4,810 6.6		5,100 7.0		4,450 6.1		3,860 5.3										
SHARE OF AUDIENCE %		24		25		23		20										
AVG. AUD. BY ¼ HR. %		6.5	6.7	6.6	7.4	6.4	5.8	5.3	5.3									
TV HOUSEHOLDS USING TV WK 1		29.3	29.6	29.4	30.3	29.2	29.5	29.4	29.2	27.9	28.5	27.6	27.3	27.4	28.0	28.2	28.6	
(See Def. 1) WK 2		27.8	28.6	28.4	28.0	27.3	26.8	26.4	25.8	26.0	26.5	26.1	26.4	25.2	26.2	27.7	29.1	

U.S. TV Households: 72,900,000

*Half-hour ratings for immediately preceding and subject quarter-hours.

(R) Repeated, see page B.

(OP) See Other Programs Section: Page A-36

(1) "NBC JR. HALL OF FAME", NBC, (11:58-12:00NN)(SUS.).
(2) "NBC JR. HALL OF FAME", NBC, (12:58-1:00PM)(SUS.).

DAY SAT. FEB. 4, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JAN. 28, 1978

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)				11,590 15.9						16,480 22.6						5,540 7.6		
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)				7,440 10.2						9,330 12.8						4,740 6.5		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				7.1* 24 *		8.9* 26 *		10.8* 30 *		10.9* 28 *		12.4* 30 *		12.5* 28 *		13.4* 27 *		6.6 6.4
1	TOTAL AUDIENCE (Households (000) & %)						5,640 7.8				8,310 11.4							9,770 13.4	
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)						3,650 5.0		4.8* 14 *		5,390 7.4		6.1* 16 *		8.6* 20 *			8,600 11.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						4.7 4.9		14* 4.9		5.2 5.2		6.9 6.9		9.2 8.1			11.4 12.1	
2	TOTAL AUDIENCE (Households (000) & %)						10,420 14.3											7,220 9.9	
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						4,960 6.8		6.2* 17 *		6.3* 16 *		6.8* 17 *		7.8* 18 *			6,270 8.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						6.2 6.2		6.3 6.3		6.2 6.2		7.3 7.3		7.8 7.8			8.4 8.8	8.8
W E K 2	TOTAL AUDIENCE (Households (000) & %)		9,990 13.7						16,110 22.1						10,940 15.0				
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)		5,980 8.2						9,700 13.3						6,340 8.7				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		25 6.0		6.4* 6.8		8.3* 7.9		9.8* 10.0		11.8* 11.4		14.1* 13.7		14.1* 13.2		8.5* 7.8		8.9* 9.1
E K 3	TOTAL AUDIENCE (Households (000) & %)						10,130 13.9											10,790 14.8	
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)						5,030 6.9		6.9* 19		6.7* 19 *		6.9* 17 *					9,330 12.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						6.6 6.6		7.3 7.3		6.8 6.7		6.5 6.5		7.3 7.3			12.3 13.4	
2	TOTAL AUDIENCE (Households (000) & %)						9,700 13.3											6,930 9.5	
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						3,860 5.3		4.8* 14 *		4.5* 13 *		5.4* 14 *		6.7* 16 *			6,120 8.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						5.1 4.5		4.5 4.5		4.3 4.3		4.9 4.9		6.1 6.1			8.1 8.7	
TV HOUSEHOLDS USING TV WK 1		29.1	31.2	32.8	34.6	35.4	37.1	38.4	38.7	39.7	42.0	43.6	45.1	48.1	49.5	51.5	53.2		
(See Def. 1)		29.5	30.1	30.0	32.3	33.4	33.1	34.1	35.3	36.7	38.8	41.2	43.6	46.3	47.5	50.0	51.8		

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

A-29

* VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SAT. FEB. 4, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JAN. 29, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

2,700
3.7

Jabberjaw (OP)

AVERAGE AUDIENCE
(Households (000) & %)

2,410

3.3

15

3.2 3.4

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

1,460
2.0

1,460
2.0

Ghost Busters (OP)

Wacko

(OP) Religious Special
(SUS.)Look Up And Live
(SUS.)

AVERAGE AUDIENCE
(Households (000) & %)

1,020

1,240

1.4

1.7

10

10

1.1

1.6

1.8

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

1,900
2.6

Jabberjaw (OP)

AVERAGE AUDIENCE
(Households (000) & %)

1,530
2.1

9

1.8 2.4

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

1,820
2.5

1,970
2.7

2,770
3.8

Ghost Busters (OP)

Wacko

(OP) Lamp Unto My Feet
(SUS.)

Your Turn: Letters
to CBS News
(10:30-11:00AM)

AVERAGE AUDIENCE
(Households (000) & %)

1,310

1,680

1.8

2.3

13

13

1.4

2.1

2.4

2,260

3.1

14

3.1 3.2

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

3.3	3.8	4.6	5.3	5.7	7.1	9.6	12.3	14.4	16.1	17.2	19.2	19.6	20.7	21.2	22.2
3.2	3.7	4.9	6.4	7.7	9.6	11.6	12.8	14.2	16.3	18.1	19.2	21.1	22.2	22.4	23.9

U. S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SUN. FEB. 5, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JAN. 29, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	2,700 3.7		3,720 5.1		2,550 3.5								12,320 16.9				
AVERAGE AUDIENCE (Households (000) & %)	2,480 3.4		2,920 4.0		2,040 2.8								7,870 10.8		9.3*		11.3*
SHARE OF AUDIENCE %	15		17		12								32		29 *		33 *
AVG. AUD. BY 1/4 HR. %	3.3	3.4	4.2	3.8	2.8	2.8							8.9	9.7	11.0		11.6
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			3,210 4.4						6,200 8.5				13,490 18.5				
AVERAGE AUDIENCE (Households (000) & %)			2,620 3.6						4,160 5.7				6,200 8.5		8.7*		8.2*
SHARE OF AUDIENCE %			16						22	21 *			26		28 *		25 *
AVG. AUD. BY 1/4 HR. %			3.3	3.8					5.0	5.6	6.3	8.4	9.1	8.4	8.3		8.0
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					3,280 4.5								3,060 4.2		7,580 10.4		
AVERAGE AUDIENCE (Households (000) & %)					2,840 3.9								2,330 3.2		3,940 5.4		4.5*
SHARE OF AUDIENCE %					16								10		15		13 *
AVG. AUD. BY 1/4 HR. %					4.0	3.9							3.0	3.5	4.4		4.6
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	2,550 3.5		3,280 4.5		3,060 4.2								10,940 15.0				
AVERAGE AUDIENCE (Households (000) & %)	2,040 2.8		2,620 3.6		2,480 3.4								7,220 9.9		8.7*		10.7*
SHARE OF AUDIENCE %	12		15		13								26		24 *		28 *
AVG. AUD. BY 1/4 HR. %	2.5	3.1	3.6	3.7	3.6	3.2							7.9	9.5	10.5		10.8
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			4,230 5.8						7,440 10.2		6,780 9.3	14,140 19.4					
AVERAGE AUDIENCE (Households (000) & %)			3,500 4.8						5,610 7.7		5,980 8.2	7,360 10.1			10.3*		10.4*
SHARE OF AUDIENCE %			18						26	26 *	26	28			29 *		28 *
AVG. AUD. BY 1/4 HR. %			4.4	5.2					6.7	8.1	8.2	10.1	10.3	10.3	10.6		10.2
2																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					3,500 4.8								3,650 5.0		7,650 10.5		
AVERAGE AUDIENCE (Households (000) & %)					2,620 3.6								2,990 4.1		4,520 6.2		5.3*
SHARE OF AUDIENCE %					14								11		16		13 *
AVG. AUD. BY 1/4 HR. %					3.5	3.8							3.8	4.4	5.1		5.5
TV HOUSEHOLDS USING TV WK 1	22.6	22.9	23.1	23.8	23.3	24.4	25.0	25.3	26.3	27.8	30.0	31.4	32.8	33.4	34.7	35.0	
(See Def. 1) WK 2	24.1	24.0	24.3	24.8	24.7	26.0	26.8	28.1	30.1	31.9	33.2	34.3	35.5	37.9	39.3	39.4	

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) See Other Programs Section: Page A-36

DAY SUN. FEB. 5, 1978

VARIOUS DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

(1) FOR REMAINING RATINGS, SEE OP PAGES.

(2) "DAYTONA UPDATE I", CBS, (1:39-1:45PM)(S).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JAN. 29, 1978

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

(1) International Amateur Boxing (2) ABC Wide World of Sports

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

11,080	15.2				7,140	14,510											
					9.8	19.9											
7,800	10.7				6,930	8,750											
29					9.5	12.0											
12.5	10.3	10.4	10.6*	29 *	25	28	10.4*		12.0*		13.7*						
				29 *	9.5	10.2	10.6	11.3	28 *	13.5	30 *						

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

NBA Basketball Game "VARIOUS TEAMS & TIMES" (1:45-6:00PM) Andy Williams Golf (4:00-6:00PM) CBS Evening News

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

					10,570											10,570	
					14.5											14.5	
5,320																9,040	
7.3																12.4	
6.5	8.2*	8.2	8.5	8.7*	6.7*	6.9	6.6	7.1	7.5	7.7	7.6	8.5				22	13.4
	8.3			25 *	18 *											11.5	

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

Sportsworld NCAA Basketball Game "MARYLAND VS. NOTRE DAME" (4:00-6:00PM) NBC Nightly News-Sun.

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

					7,290											7,650	
					10.0											10.5	
5.3	5.9*			5.8*	8.4*	9.0	9.7	10.5	11.1	11.2	10.8	9.8				19	10.8
	17 *			15 *	23 *											10.3	
	6.5	6.2		5.3	7.8											10.3	

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

(1) (2) ABC Wide World of Sports Hawaiian Open Golf (5:00-7:00PM)

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

6,560	8,530																
9.0	11.7																
10.6	9.0	9.6	10.2*		12.6*												
	23	28	25 *		30 *												
	9.0		10.9	12.5	12.8	12.6											

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

NBA All-Star Game "EAST VS. WEST" (1:45-4:00PM) CBS Sports Special "THE IMPOSSIBLE DREAM: BALLOONING ACROSS THE ATLANTIC" (4:00-6:35PM) Festival Of Lively Arts "WHAT'S A MUSEUM FOR, ANYWAY?" (5:00-6:00PM) CBS Evening News

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

9.7*					5,180											9,040	
26 *					7.1	7.3*										12.4	
9.8	9.6	9.6	10.3	7.3	7.2	6.9										22	13.0
				18	18 *											11.7	
				17 *	14 *											9.2	

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

Sportsworld NCAA Basketball Game "MARQUETTE VS. SOUTH CAROLINA" (4:00-6:34PM) NBC Nightly News-Sun.

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

					5,830											5,760	
					8.0											7.9	
6.4	6.7*			6.5*	5.5*											11.3*	
	17 *			16 *	14 *											22 *	
	6.9	7.0	6.0	5.6	5.4	5.9										14	

TV HOUSEHOLDS USING TV WK 1 WK 2

35.2	35.8	36.5	37.1	38.6	40.1	41.6	42.5	43.3	44.3	45.6	47.5	50.8	52.9	55.1	57.4		
39.7	39.5	39.5	40.1	40.6	41.5	42.2	42.1	42.7	45.3	47.6	49.7	52.3	54.0	55.9	57.9		

U.S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section-Page A-36

DAY SUN. FEB. 5, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

NATIONAL WEEKEND TV AUDIENCE ESTIMATES																														
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	WEEK 1					WEEK 2																				
					TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR																
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %																	
EVENING MONDAY																														
ABC	9.00-11.43PM	PRO BOWL FOOTBALL GAME(S)		11.00	FOR RTGS SEE PAGE A-2	4,740	6.5	3,130	4.3	22	16.1 15.5 15.4 5.6 4.9 4.4 4.2 4.0 3.6	7,730	10.6	5,320	7.3 7.5* 7.3* 7.3 7.3 6.6	27 25* 29* 29* 29* 29*	7.3 7.6 7.3 7.3 7.3 6.6													
			11.15																											
			11.30																											
ABC	12.13- 1.19AM	POLICE STORY-MON		11.30																										
	11.30-12.37AM		11.45																											
			12.00																											
			12.15																											
			12.30																											
			12.45																											
			1.00																											
			1.15																											
EVENING TUESDAY																														
ABC	11.30- 1.00AM	TUESDAY MOVIE OF THE WEEK		11.30	8,160	11.2	5,540	7.6	8.0*	29 25*	8.0 8.0 7.8 7.4 7.4 7.2	6,930	9.5	4,370	6.0 6.3* 6.5* 6.5* 5.6 5.3	25 19* 26* 26* 30*	6.2 6.4 6.5 6.5 5.6 5.3													
	11.30- 1.12AM		11.45																											
			12.00																											
			12.15																											
			12.30																											
			12.45																											
CBS	9.00-11.41PM	CBS TUESDAY NIGHT MOVIES		1.00	FOR RTGS SEE PAGE A-5										18.6*	39*	18.2 17.5													
			11.00																											
			11.15																											
			11.30																											
EVENING WEDNESDAY																														
ABC	9.25-10.25PM	CHARLIE'S ANGELS		10.15														FOR RTGS SEE PAGE A-7										25.9*	40*	25.4
ABC	10.25-11.25PM	STARKY AND HUTCH		11.00																										
			11.15																											
ABC	11.55-12.25AM	GREAT CANAL QUESTION(S)		11.45																										
			12.00																											
			12.15																											
ABC	11.30-12.34AM	POLICE STORY-WED		11.30																										
	12.25- 1.27AM		11.45																											
			12.00																											
			12.15																											
			12.30																											
			12.45																											
			1.00																											
			1.15																											
ABC	12.34- 1.29AM	WED. MYSTERY OF THE WEEK		12.30	7,730	10.6	5,540	7.6	8.4*	28 26*	8.6 8.3 7.2 7.0 5.8	4,810	6.6	3,350	4.6	26	5.0 5.1 4.5 4.4 4.0													
			12.45																											
			1.00																											
			1.15																											
CBS	11.54-12.01AM	CARTER ANALYSIS(S)		11.45	3,790	5.2	2,920	4.0	4.3*	25 24*	4.7 4.1 3.7 3.6	5,250	7.2	4,670	6.4	22	6.4													
	CONT'D																													

U.S. TV HOUSEHOLDS: 72,900,000	FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE 4	SHARE: HOUSEHOLDS
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NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1					WEEK 2							
			TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	
			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING WEDNESDAY CONT'D															
CBS	11.54-12.01AM	CARTER ANALYSIS(S)-CONT'D	12.00												6.5
NBC	9.26-10.26PM	LAUGH-IN(S)	10.15								FOR RTGS SEE PAGE A-7		12.7*	20*	12.4
NBC	10.26-11.26PM	POLICE WOMAN	11.00								FOR RTGS SEE PAGE A-7				10.5
			11.15										10.3*	20*	10.1
EVENING THURSDAY															
ABC	11.30-12.36AM	STARKY AND HUTCH-11:30	11.30	7,510	10.3	5,830	8.0	27	8.1	7,140	9.8	5,100	7.0	26	8.0
	11.30-12.35AM		11.45				8.3*	24*	8.4				7.7*	25*	7.3
			12.00						8.2						6.9
			12.15				8.1*	30*	7.9				6.7*	27*	6.5
			12.30						6.4						5.1
ABC	12.36- 1.17AM	TOMA	12.30	5,030	6.9	4,010	5.5	29	5.6	2,840	3.9	2,330	3.2	20	3.6
	12.35- 1.20AM		12.45				5.6*	27*	5.6				3.5*	20*	3.4
			1.00						5.5						2.9
			1.15						5.1				2.8*	21*	2.7
EVENING FRIDAY															
ABC	11.30-12.37AM	BARETTA-11:30PM	11.30	7,510	10.3	5,610	7.7	23	8.1	7,650	10.5	5,830	8.0	23	7.6
			11.45				8.0*	22*	8.0				7.8*	20*	8.0
			12.00						7.6						8.3
			12.15				7.6*	24*	7.5				8.3*	26*	8.3
			12.30						6.7						7.3
NBC	1.00- 2.30AM	MIDNIGHT SPECIAL	1.00	5,250	7.2	2,550	3.5	22	4.5	5,250	7.2	2,410	3.3	21	5.1
			1.15				4.4*	22*	4.3				4.5*	23*	3.9
			1.30						3.6						3.5
			1.45				3.4*	22*	3.3				3.2*	20*	2.8
			2.00						2.9						2.6
			2.15				2.7*	23*	2.4				2.2*	19*	1.9
EVENING SATURDAY															
ABC	9.58- 9.59PM	ABC NEWSBRIEF-SAT.	9.45	18,880	25.9	18,880	25.9	42	25.9	17,350	23.8	17,350	23.8	41	23.8
ABC	11.00-11.15PM	ABC WEEKEND NEWS-SATURDAY	11.00	5,760	7.9	5,470	7.5	15	7.5	6,050	8.3	5,760	7.9	17	7.9
CBS	8.58- 8.59PM	NEWSBREAK-SAT.	8.45	10,210	14.0	10,210	14.0	23	14.0	9,700	13.3	9,700	13.3	22	13.3
NBC	8.58- 8.59PM	NBC NEWS UPDATE-SAT.	8.45	11,960	16.4	11,960	16.4	26	16.4	11,370	15.6	11,370	15.6	26	15.6
NBC	11.30-12.53AM	SATURDAY NIGHT	11.30	12,030	16.5	7,800	10.7	31	11.6						
			11.45				11.4*	30*	11.2						
			12.00						11.3						
			12.15				11.0*	33*	10.7						
			12.30						9.9						
			12.45				9.5*	32*	8.8						
NBC	11.30- 1.01AM	U.S. OLYMPIC TRACK MEET(S)	11.30							6,710	9.2	4,080	5.6	17	6.8
			11.45										6.6*	18*	6.4
			12.00												5.8
			12.15										5.5*	17*	5.2
			12.30												5.3
			12.45										4.8*	17*	4.4
CONT'D															

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U.S. TV HOUSEHOLDS: 72,900,000

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A

*HALE-HOUR RATINGS (FOR IMMEDIATE PREVIEW) - SEE PAGES

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

					WEEK 1				WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING SATURDAY CONT'D																
	NBC	11.30-	1.01AM U.S. OLYMPIC TRACK MEET-CONT'D	1.00											4.0	
EVENING SUNDAY																
	ABC	7.58-	7.59PM ABC MINUTE MAGAZINE	7.45	8,890	12.2	8,890	12.2	19	12.2						
	ABC	8.58-	8.59PM ABC NEWSBRIEF-SUN.	8.45	13,850	19.0	13,850	19.0	28	19.0						
	CBS	8.58-	8.59PM NEWSBREAK-SUN.	8.45	14,000	19.2	14,000	19.2	29	19.2	10,500	14.4	10,500	14.4	21	
	NBC	8.58-	8.59PM NBC NEWS UPDATE-SUN.	8.45	15,310	21.0	15,310	21.0	31	21.0	12,980	17.8	12,980	17.8	25	
	NBC	11.30-	12.00MD NBC SPEC. REPORT-SADAT(S)	11.30							5,100	7.0	3,860	5.3	17	
				11.45											6.3	
	NBC	12.00-	1.00AM NBC LATE NIGHT MOVIE	12.45											4.4	
											FOR RTGS		1.6*	9*	1.5	
											SEE PAGE	A-17				
EVENING MONDAY-FRIDAY																
	ABC	9.58-	9.59PM ABC NEWSBRIEF-M-F	M-F 8.45	12,680	17.4	12,680	17.4	26	17.3	12,390	17.0	12,390	17.0	26	
				9.45						17.5					16.9	
				10.15											16.3	
	CBS	8.58-	8.59PM NEWSBREAK-M-F	M-F 8.45	10,210	14.0	10,210	14.0	21	14.0	11,810	16.2	11,810	16.2	24	
	CBS	11.30-	1.06AM LATE MOVIE I	M-F 1.45										3.3*	34*	
											FOR RTGS				3.1	
											SEE PAGE	A-17				
	CBS	1.13-	2.13AM LATE MOVIE II	TUWF 12.00	4,670	6.4	3,720	5.1	26	6.9	4,450	6.1	3,350	4.6	26	
		1.57-	2.57AM	12.15				6.5*	21*	6.3				6.9*	22*	
				12.30						5.4					6.5	
				12.45				5.4*	24*	5.3				5.8*	5.9	
				1.00						4.6				5.7	5.7	
				1.15				5.2*	30*	4.5				5.3*	4.5	
				1.30						4.4				5.3*	4.4	
				1.45										4.2*	4.3	
				2.00										2.5*	3.4	
				2.15											3.1	
	NBC	8.58-	8.59PM NBC NEWS UPDATE-M-F	M-F 8.45	12,760	17.5	12,760	17.5	26	16.5	10,280	14.1	10,280	14.1	21	
				9.00						21.4					2.4	
				9.15											13.1	
	NBC	11.30-	12.46AM TONIGHT SHOW	M-F 1.00											18.1	
	NBC	1.00-	1.45AM TOMORROW SHOW	M-TH 1.45							FOR RTGS				4.3	
				2.00							SEE PAGE	A-17				
											FOR RTGS		3.0*	28*	2.8	
											SEE PAGE	A-17				
DAY MONDAY-FRIDAY																
	ABC	2.00-	3.00PM ONE LIFE TO LIVE	M-F 3.00											2.7	
				3.15							FOR RTGS					
				4.00							SEE PAGE	A-21			8.3	
	ABC	3.00-	4.00PM GENERAL HOSPITAL	M-F 4.00									8.5*	26*	8.6	
				4.15							FOR RTGS				9.2	
				4.30							SEE PAGE	A-23				
	ABC	4.30-	5.30PM ABC AFTERSCHOOL SPECIAL(S)	WED. 4.30	9,910	13.6	7,070	9.7	23	8.9			9.1*	24*	8.9	
				4.45				9.2*	23*	9.4						
			CONT'D													

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U.S. TV HOUSEHOLDS: 72,900,000

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

NATIONAL TV/CABLE TV AUDIENCE ESTIMATES																	
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	WEEK 1						WEEK 2						
					TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY CONT'D																	
ABC	4.30-	5.30PM	ABC AFTERSCHOOL SPECIAL-CONT'D		5.00						10.1						
					5.15						10.6						
ABC	5.00-	6.33PM	BING CROSBY-PRO AM-MON(S)	MON.	5.00	15,240	20.9	6,710	9.2	21	8.6						
					5.15				8.2*	22*	7.7						
					5.30						8.2						
					5.45				8.5*	21*	8.7						
					6.00						10.1						
					6.15						10.6						
					6.30						11.7						
ABC	6.44-	7.00PM	ABC EVENING NEWS(S)	MON.	6.30	6,850	9.4	6,710	9.2	15	9.2						
					6.45						9.2						
CBS	10.00-	11.00AM	MAGAZINE(S)	THU.	10.00						6,710	9.2	4,230	5.8	29	5.3	
					10.15								5.5*	27*	5.7		
					10.30										6.4		
					10.45								6.1*	30*	5.9		
CBS	11.55-	11.59AM	CBS MID-DAY NEWS-EDWARDS	M-F	11.45	5,320	7.3	4,960	6.8	25	6.8	5,250	7.2	4,880	6.7	26	6.7
CBS	2.30-	3.30PM	GUIDING LIGHT	M-F	3.30							FOR RTGS SEE PAGE A-21				8.5	
					3.45									8.4*	24*	8.3	
CBS	4.00-	4.30PM	ALL IN THE FAMILY M-F(B)	MON.	4.00						4,810	6.6	4,230	5.8	16	5.7	

DAY SATURDAY				4.15													5.9
ABC	8.55-	8.59AM	SCHOOLHOUSE ROCK- 8.55AM	8.45	5,250	7.2	4,670	6.4	37	6.4	5,180	7.1	4,740	6.5	36	6.5	
ABC	10.25-	10.29AM	SCHOOLHOUSE ROCK-10.25AM	10.15	8,020	11.0	7,730	10.6	38	10.6	6,270	8.6	5,690	7.8	30	7.8	
ABC	10.55-	10.59AM	SCHOOLHOUSE ROCK-10.55AM	10.45	7,800	10.7	7,290	10.0	35	10.0	5,320	7.3	4,810	6.6	24	6.6	
ABC	11.55-	11.59AM	SCHOOLHOUSE ROCK-11.55AM	11.45	6,120	8.4	5,690	7.8	27	7.8	5,610	7.7	5,030	6.9	25	6.9	
CBS	8.26-	8.29AM	IN THE NEWS- 8.26AM	8.15	1,970	2.7	1,900	2.6	20	2.6	2,550	3.5	2,110	2.9	20	2.9	
CBS	8.56-	8.59AM	IN THE NEWS- 8.56AM	8.45	3,500	4.8	2,770	3.8	21	3.8	3,940	5.4	3,720	5.1	26	5.1	
CBS	9.56-	9.59AM	IN THE NEWS- 9.56AM	9.45	8,600	11.8	8,240	11.3	42	11.3	5,900	8.1	5,900	8.1	33	8.1	
CBS	10.26-	10.29AM	IN THE NEWS-10.26AM	10.15	8,530	11.7	8,090	11.1	39	11.1	7,220	9.9	6,630	9.1	35	9.1	
CBS	10.56-	10.59AM	IN THE NEWS-10.56AM	10.45	8,530	11.7	8,160	11.2	39	11.2	6,560	9.0	6,270	8.6	31	8.6	
CBS	11.26-	11.29AM	IN THE NEWS-11.26AM	11.15	7,950	10.9	7,220	9.9	33	9.9	8,240	11.3	7,650	10.5	37	10.5	
CBS	11.56-	11.59AM	IN THE NEWS-11.56AM	11.45	7,220	9.9	6,200	8.5	28	8.5	6,710	9.2	5,980	8.2	29	8.2	
CBS	12.26-	12.29PM	IN THE NEWS-12.26PM	12.15	6,420	8.8	6,120	8.4	28	8.4	5,180	7.1	4,810	6.6	25	6.6	
CBS	12.56-	12.59PM	IN THE NEWS-12.56PM	12.45	5,690	7.8	5,390	7.4	25	7.4	5,030	6.9	4,670	6.4	25	6.4	
CBS	1.26-	1.29PM	IN THE NEWS- 1.26PM	1.15	4,960	6.8	4,590	6.3	22	6.3	4,160	5.7	3,940	5.4	20	5.4	
CBS	1.56-	1.59PM	IN THE NEWS- 1.56PM	1.45	3,500	4.8	3,280	4.5	16	4.5	4,300	5.9	3,860	5.3	20	5.3	
DAY SUNDAY																	
ABC	10.55-	10.59AM	SCHOOLHOUSE ROCK-10.55AM	10.45	2,480	3.4	2,410	3.3	15	3.3	2,040	2.8	1,750	2.4	10	2.4	
ABC	11.55-	11.59AM	SCHOOLHOUSE ROCK-11.55AM	11.45	2,840	3.9	2,480	3.4	14	3.4	2,770	3.8	2,620	3.6	15	3.6	
CBS	9.26-	9.29AM	IN THE NEWS- 9.26AM	9.15	1,240	1.7	1,170	1.6	11	1.6	1,970	2.7	1,750	2.4	15	2.4	
CBS	9.56-	9.59AM	IN THE NEWS- 9.56AM	9.45	1,390	1.9	1,170	1.6	9	1.6	2,190	3.0	1,900	2.6	14	2.6	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

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NATIONAL Nielsen TV AUDIENCE ESTIMATES

					WEEK 1				WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
DAY SUNDAY CONT'D																
	CBS	1.00-	1.39PM CHALLENGE OF THE SEXES	1.30						9.1					8.8	
	CBS	1.45-	4.03PM NBA BASKETBALL GAME	4.00							FOR RTGS SEE PAGE A-33					
	CBS	4.55-	5.00PM DAYTONA UPDATE II(S)	4.45							5,830	8.0	4,740	6.5	16	6.5
	NBC	4.00-	6.34PM NCAA BASKETBALL GAME-SUN.	6.30							FOR RTGS SEE PAGE A-35					12.3